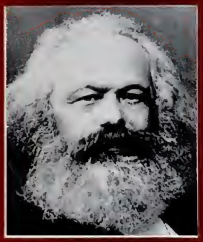
LIFE

A THREE-PART SERIES

COMMUNISM



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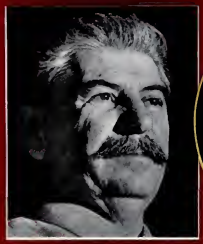

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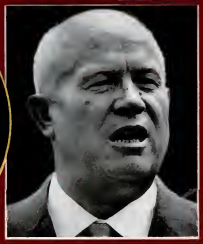

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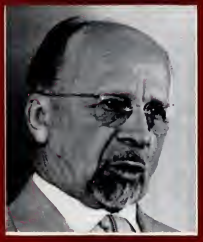

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MAO TSE-TUNG

CASTRO

RED GODS, LEADERS, PUPPETS

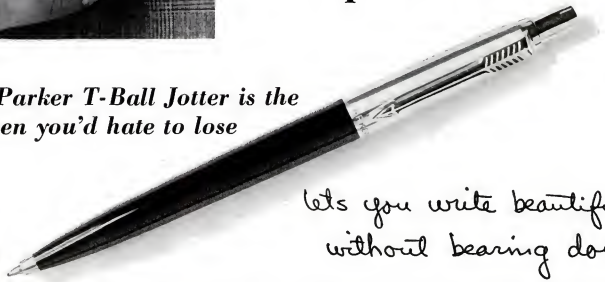
OCTOBER 20 · 1961 · 20¢

Glass jars let you see the quality before you buy, reseal easily for the next serving. And glass can't alter delicate flavors. That's why so many ready-to-serve foods come in glass.

GLASS CONTAINER MANUFACTURERS INSTITUTE, 99 PARK AVENUE, NEW YORK 16

You find yourself patting your pocket to make sure this ball pen is still there

The Parker T-Ball Jotter is the ball pen you'd hate to lose



This is one ball pen that lets you write beautifully without bearing down. The ink flows freely and evenly because it's a precisely engineered *instrument*, not just another "ballpoint."

Here's why it's underpriced at $1.98.

Grippers—There are thousands of little grippers in the textured T-Ball tip. Under the microscope, the ball looks a little like a sugar cube—only it's perfectly round. The grippers bite through slick spots and lay down a clean, decisive line without effort.

Writes up to 5 times longer—The Jotter's giant cartridge will write up to five times longer than ordinary ball pens. In Janesville, we get letters from people who have used the Jotter for two years or *more* and they still haven't run out of ink. (Maybe they just write cheeks with their Jotters, but it's still impressive.)

Shift gears—The whole refill in the Jotter "shifts gears" and makes a quarter turn every time you push the clicker button. This feature insures long, even wear on the point and a more uniform line when you write.

Choice of 4 points—The Jotter is the only ball pen that offers you 4 different points—extra fine, fine, medium and broad. It's the only ball pen that lets you write with a bold stroke.

The pens come in six different color combinations.

And refills come in four different ink colors—blue, black, red and green. (The medium point also comes in "Repro-Riter" blue for good reproduction by copying machines.)

Jotters make ideal gifts. They come handsomely gift-boxed. You can get them with a matching mechanical pencil (The Parker Pardners set) for only $3.95.

Keep several Jotters handy at your house. You never know when you might need a last-minute gift and this one shows a lot of thought. If you really want to impress somebody, give one of Parker's more expensive ball pens—the International Flighter, for instance. At $5, it comes equipped with a stainless steel socket for the ball to ride in, and even our testing laboratory has had trouble wearing one out.

Get or give the Jotter made by Parker with the T-Ball tip–$1.98

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PARKER—Maker of the World's most wanted pens

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BERLIN'S YOUNG WALL BUILDERS

In the same way that children everywhere reflect their elders in playing house, "war" or cops-and-robbers, these Berlin youngsters were making innocent mockery of a grim grownup preoccupation. When LIFE Photographer Paul Schutzer encountered them in a vacant lot just in the West Berlin side of the Zimmerstrasse border, Peter Friedrieh, 5 (*left*), and Jurgen Botteher, 8, were busily rearranging blocks of rubble into a replica of the Berlin wall while Katrin Kuhl, 4, was engrossed in calking the cracks with "mortar" made of loose sand. Their model was close by—the real Berlin wall shows only a few yards behind them. Completing their own wall was enough of a game for the young Berliners. They hadn't yet gone on to choose up sides. Elsewhere in Berlin, the picture was less winsome (*pages 50, 51*).

SAM RAYBURN'S FRONTIER

"THEY don't make them like that any more," said the President of the U.S. of the Speaker of the House, as he left the stricken Texan's hospital bedside. With Sam Rayburn a breed is passing whose like the American nation will not see again. He is one of the last, living links with its frontier. In his boyhood in the Tennessee mountains women still carded and spun their own wool and the men drove wagon teams to the nearest railhead to trade corn grist for salt, nails and calico. Men still living then remembered when Andy Jackson, Davy Crockett and Sam Houston were fellow frontiersmen. Rayburn's own father, Will, a Confederate cavalryman, could tell with remembered tears of standing at Appomattox when Lee surrendered. Sam—the eighth of 11 children—was 5 when Will and Martha Rayburn picked up stakes and went down the wagon road to Texas to seek a new and better life. When Sam went off at 17 to get "book larnin' " at East Texas Normal—where he swept floors and milked cows to work his way—the $25 he took with him was about all the family had. "Character is all I have to give you," his father told him. "Be a man."

And character has distinguished Sam Rayburn all the rest of his life. Lee, the hero he worshiped, said, "Duty then is the sublimest word in our language," and that was good enough for Sam. So was the frontier acceptance of a man's word as his bond. In the 48 years Rayburn has served in Congress—more than a quarter of its history—no other man was more respected, loved or admired.

He was respected because he never went back on his word. He was loved because he never resented defeat or held a grudge ("I haven't time to hate anybody"), and was the soul of kindness, tolerance and unassuming simplicity. He was admired because in the 17 years he has been Speaker —longer than any other man in history—he has managed through persuasion, tactful force and the dignity of his person to get effective legislation out of the warring factions of the Democratic party. And by so doing he made his office the most powerful next to the presidency itself. When his party was in the minority—as his good friend Dwight Eisenhower found—Sam Rayburn kept it a loyal, and often indispensably helpful, opposition.

If his father fought to dissolve the Union, Sam Rayburn has risked his own political life to preserve and strengthen it. In 1941, when Congress was ready to kill the draft only four months before Pearl Harbor, Rayburn pulled it through by courage and tenacity. "I know you're on the spot but so is this country," he told the wavering. "I want you to vote for this bill even if it means your defeat. You've got to if this country is to live." The vote was 203 to 202.

As he grew old (he is 79), Mr. Sam had none of an old man's jealousy of youth. Instead, to each new generation of Congressmen, including Jack Kennedy, he imparted his wisdom: "*Don't try to go too fast. Learn your job. Don't ever talk until you know what you're talking about.*" He was not ashamed to weep openly when he was deeply moved, as when he said farewell to Alben Barkley: "God comfort his loved ones. God comfort me!"

MR. SAM was more at home with older-fashioned Democrats like Truman and Johnson than with Kennedy's manicured New Frontiersmen from eastern cities. But he accepted this change, like all others, with face turned uncomplainingly forward. The man who appropriated funds for the first U.S. tank did likewise for the race to the moon. The man who heard first-hand stories of Indian raids did not lose the frontier's caution ("We must look the world in the face; it is a dangerous world") even as he preserved its neighborliness ("I look forward to peace and friendliness for all good peoples of the world").

We shall not see his like again. No other Speaker can possess his personal link to Appomattox or the wagon trail West. But the American character that forged Sam Rayburn's own need not change, if we can teach ourselves and our sons to pursue as diligently his concepts of duty, integrity, loyalty, fairness, forgiveness and humility which made this simple man a great man. In his words, we've got to, if this country is to live.

BRITAIN'S NEW HORIZON

MR. SAM'S lesson (*see above*) is that a nation can meet the profoundest changes, and danger, if it keeps the strengths of its character. Last week, as so often in the past, Britain was showing how well it can do just that.

A new majority leader—47-year-old Iain Macleod—was taking over the British House of Commons even as Mr. Sam was taking leave of his own House. Where Mr. Sam was the product of an expanding frontier, Macleod emerges from a receding empire. Indeed, it was his very success as colonial minister in helping liquidate that empire which sped his progress. Furthermore, it was Macleod, as chief strategist of the last Tory electoral victory, who helped persuade British voters they could do anything the Labor party could do—and do it better. With signs of new restiveness among the voters, his emergence as prime-minister-apparent is a new promise that the Tories will move as far left as circumstances may demand—a new proof of resilience and adaptability in British character.

If any other proof were needed, it came from Edward Heath, Lord Privy Seal, who last week told the "Inner Six" of Europe's Common Market that Great Britain would like to get under its trade umbrella with hardly a hem or haw. To do so would, in effect, shatter Britain's ancient tradition of independence from the Continent. If this is another token of Britain's dwindling world supremacy, it is nevertheless a move toward a new kind of world leadership—of a Europe uniting all its manpower, wealth and industry against the new Communist empires which make old nation-states look puny.

In both these events one sees the British character indefatigably at work. But it is for more than that that the British voice, despite a shrinking body, remains strong in the world. It is for keeping her word, as she pledged it for Poland in 1939 and pledges it for Berlin now. It is for the sort of probity at home which makes a Chancellor of the Exchequer quit over a Treasury "leak" and makes unthinkable the sort of burglary by police the U.S. has had in Denver. It is such a respect for freedom that eccentrics are not only tolerated but admired. The law rules and is respected. As Henry Steele Commager says, "The greatest crisis of a thousand years changed the face of England but not her character."

Quick main dish with plenty of meat

Bigger all-beef meatballs . . . tender and juicy. The sauce is made from the finest ingredients according to an old Italian recipe, carefully blended and slowly simmered. It's sauce with the Chef's touch. Tempting spaghetti. Lunchtime, suppertime, any time. Chef Boy-Ar-Dee Spaghetti and Meat Balls, only about 15¢ a serving.

A meal in a minute with the Chef's touch in it

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125 Magic Chef Gas Ranges. Cooks automatically! Dial-a-Magic control computes roasting time, starts and stops the oven. Magitrol Thermostatic top burner gives precise top-of-the-range temperature.

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Just complete the jingle on entry blank on opposite page . . . and follow the simple rules! You can be a winner in the world's biggest contest . . . with more than 20,000 prizes . . . more than 20,000 chances to win. So enter now and enter often—the Million Dollar contest by Lever Brothers!

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With contest entry, send lip portion of cap, or send code number from any size.

LIFEBUOY . . . the Active Soap for Active People.

With contest entry, send two wrappers from any size bar . . . White, Pine Green, or Coral.

New golden green **HANDY ANDY** for all household cleaning.

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New Improved **SILVER DUST** . . . a Cannon premium in every package.

With contest entry, send box top with price mark from any size package. (Where available.)

MRS. BUTTERWORTH'S . . . first syrup with butter in it.

With contest entry, send label or code number from any size.

WISK . . . gets your whole wash spotless.

With contest entry, send code number from any size can.

IMPERIAL MARGARINE . . . unconditionally guaranteed to taste like the 70¢ spread.

With contest entry, send crown from front of package.

LUX LIQUID . . . a new pink lotion formula for sparkling dishes and lovely hands.

With contest entry, send tip portion of cap, or send code number from any size.

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20,082 WINNERS!

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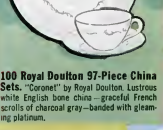
40 Trips for Two to South America via Varig the No. 1 Airline between the U.S. and Brazil. Travel non-stop New York to Rio de Janeiro on a giant VARIG BOEING 707 INTERCONTINENTAL JET! In Rio, holiday at luxurious TROCADERO Hotel, directly on Copacabana Beach. Then, on to the fabulous city of Sao Paulo and stay at the OTHON PALACE. Sao Paulo's newest hotel famed for its superb food and service. Next, fly by VARIG CARAVELLE JET to Buenos Aires for more fun-filled days at the deluxe Hotel CLARIDGE, in the center of Buenos Aires' shopping and theatre district . . . Tour arrangements by the leading International Travel Agency, LINDBLAD TRAVEL, INC., New York City

40 WINNERS

40 Westinghouse Wash'n Dry Combinations. 10 lb. capacity. Automatic bleach dispenser. Will launder any washable fabric. Completely self-cleaning machine. Fast—efficient—economical to operate.

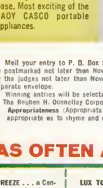
100 WINNERS



100 Royal Doulton 97-Piece China Sets. "Coronet" by Royal Doulton. Lustrous white English bone china—graceful French scrolls of charcoal gray—banded with gleaming platinum.

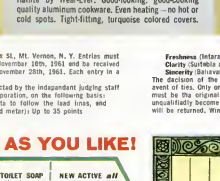
100 WINNERS

100 Singer® Sewing Machines. Finest ZigZag sewing machine. The new Slant-O-Matic® Model 500 by Singer in the spacious Copenhagen dual-purpose desk—walnut or blonde finish. ®A trademark of the Singer Manufacturing Co.



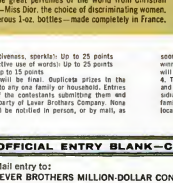
red by one compect ase. Most exciting of the AOY CASCO portable pplances.

1000 WINNERS



1000 Wear-Ever Hallite Cookware Sets. Hallite by Wear-Ever. Good-looking, good-cooking quality aluminum cookware. Even heating—no hot or cold spots. Tight-fitting, turquoise colored covers.

6300 WINNERS



6300 bottles of Miss Dior Perfume. One of the great perfumes of the world from Christian Dior—Miss Dior, the choice of discriminating women. Generous 1-oz. bottles—made completely in France.

11,500 WINNERS

11,500 Corvel Hall Carving Sets. Great blades by Corvel Hall—expertly crafted stainless steel slicer and matching fork—bring ease and assurance to carving.

Mail your entry to P. O. Box 5L, Mt. Vernon, N. Y. Entries must be postmarked not later than November 10th, 1961 and be received by the judges not later than November 28th, 1961. Each entry in a separate envelope.

Winning entries will be selected by the independant judging staff of Tha Reuben H. Donnelley Corporation, on the following basis:

Appropriateness (Appropriate to follow the lead lines, and appropriate as to rhyme and meter)= Up to 35 points

Freshness (Interest, creativeness, sparkle)= Up to 25 points

Clarity (Suitable and effective use of words)= Up to 25 points

Sincerity (Believability)= Up to 15 points

The decision of the judges will be final. Duplicate prizes in the event of ties. Only one prize to any one family or household. Entries must be the original work of the contestants submitting them and unqualifiedly become the property of Lever Brothers Company. None will be returned. Winners will be notified in person, or by mail, as soon as judging is completed. Requests for a list of the major prize winners, accompanied by a stamped and self-addressed envelope, will be honored on or about February 1st, 1962.

4. The contest is open to anyone in the Continental U.S.A., Hawaii and Alaska, except employees of Lever Brothers Company, its subsidiaries and affiliates, its advertising agencies, and their immediate families. Void where prohibited or restricted by federal, state or local regulations.

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BREEZE . . . a Con- on premium in ev- ry package.

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With contest entry, send two wrappers from any size bar . . . any color.

NEW ACTIVE all . . . the controlled suds for automatic washers.

With contest entry, send box top with price mark from any size package.

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Mail entry to:
LEVER BROTHERS MILLION-DOLLAR CONTEST
P. O. Box 5L, Mt. Vernon, N. Y.

Enclosed is appropriate part of package from _____ (PRODUCT NAME)

Complete this jingle, rhyming your last word with "TOO". Express idea which seems most appropriate. Example: "And all these many prizes are awaiting me and you."

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A GOLDEN OPPORTUNITY IS KNOCKING AT MY DOOR
TO TRY GOOD LEVER PRODUCTS AND BE A WINNER TOO

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This fall wear a rich, rugged jacket made of a new nylon: "Antron"! You'll like the luxury look, touch and comfort of "Antron", its gleaming colors, rugged wear, its automatic wash 'n' wear practicality. You'll like the fleecy linings of "Antron". They're ounces-light, yet keep you warm. This year wear a jacket of "Antron"!

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Montgomary..E. E. Forbes Piano Company

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Aton Music Co. of Clearwater, Inc.
Clearwater.....Independant Music Shop
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Pavisis-Simmons Music Company
Fort Lauderdale
Hale Piano & Organ Company
Fort Myers.....Summey's Music
Gainesville.....Music Center
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Jacksonville...F. O. Miller Piano Company
Miami.....Philpitt's Music Company
Orlando...Wesley-Prosser Piano Company
Panama City.....Cooley Television
Pensacola.....McKinnon Music Company
Port Charlotte.....House of Burt
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LETTERS TO THE EDITORS

STORY OF THE WEEK

Sirs:

Your eloquent but saddening cover of Sept. 29 certainly expresses the feelings of the many throughout the world who know the impact that Dag Hammarskjöld has had on international affairs.

GEORGE M. KRISE
College Station, Texas

Sirs:

Of all the articles written about the death of Dag Hammarskjöld, nothing hit home like your picture of "The Empty Chair of Mr. U.N."

EVA C. KAPLAN
Larchmont, N.Y.

Sirs:

A monument should be erected in Hammarskjold's honor and placed in front of the United Nations Building in New York. It should serve as a testimonial to man's quest for peace.

LYNN THOMAS
Flint, Mich.

Sirs:

Thank you for the moving tribute by Mr. Lodge.

MARY ALICE ROPER
Beverly, Mass.

Sirs:

President Kennedy's heroic proclamation of faith in the United Nations, with his proposals to its historic General Assembly on Sept. 25, gave new heart to all of us who are still sickened by the physical death of Dag Hammarskjöld and the attacks on his beloved cause.

DONALD C. MCMILLAN
Hutchinson, Kan.

EDITORIAL

Sirs:

In the editorial (Sept. 29) on the United Nations, Russia's troika system is mentioned several times, always with the overtones of failure—and quite correctly. History repeats itself. One of the earlier three-man leaderships was the First Triumvirate of Rome and caused, in time, the death of each member—Julius Caesar, Crassus and Pompey.

It would make as much sense to set up a troika system now as it would have during the Reformation to have set up one between the Pope, Luther and an atheist.

JOHN S. SNYDER
Grosse Pointe, Mich.

LIFE GUIDE

Sirs:

Reading your Sept. 29 Guide on cookbooks, I was surprised and pleased to hear that so many cookbooks are being sold. In this age of speed cooking (prepared and frozen foods) people just can't be using all these books to cook from. There must be a great many more people in the world like myself, who buy a new cookbook to read just as other people buy novels or mystery stories.

I have been reading cook books for a long time, but you certainly mentioned many titles I was unfamiliar with.

MRS. MAURICE BENDER
Carrolltown, Pa.

Sirs:

Mrs. Rasmussen's Book of One-Arm Cookery is not intended for "people whose other arm is either missing or otherwise occupied hugging one's spouse or composing a cookbook on a one-armed typewriter." It is designed to bring the best recipes to those cooks who appreciate a good bottle or glass of brew. As she works Mrs. Rasmussen holds a spoon in one hand and a bottle of beer in the other.

WILMA J. DRELKA
Milwaukee, Wis.

The hazards of being a police officer are not being helped by making Keystone Cops out of these brave men. This year alone over 1,700 New York policemen have been attacked by citizens they are supposed to be protecting!

TV programs like this are entertaining but do not serve the public interest in creating a poor image of the patrolman on the beat.

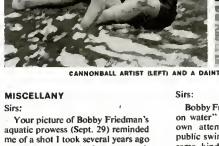
GERALD S. ARENBERG
Port Charlotte, Fla.

COLOR SPECTACLE

Sirs:

Your article on the Shang Dynasty (Sept. 29) was another superb example of LIFE's exceptional success in using pictorial representation as a substitute for masses of printed words.

TRUMAN R. STROBRIDGE
Arlington, Va.



CANNONBALL ARTIST (LEFT) AND A DAINTY JUMPER

MISCELLANY

Sirs:

Your picture of Bobby Friedman's aquatic prowess (Sept. 29) reminded me of a shot I took several years ago where the laws of physics were equally defied.

CHARLES F. BIRRELL
Harrisburg, Pa.

SPOTLIGHT

Sirs:

A longtime Olivier devotee, I've yet to see a more superb portrait than yours of him in the pictures on *The Power and the Glory*.

A rare photographic feat!

MARGARET S. STAPLES
New York, N.Y.

LOONY COPS

Sirs:

Your story on a "Couple of Loony Cops" (Sept. 29) which mentions the new TV program, "Car 54, Where Are You?," is ill-timed as is the TV series itself.

Sirs:

Bobby Friedman's taking his "head on water" dive reminded me of my own attempts, photographed at a public swimming pool, to record the same kind of eye-catching aquatic achievement.

ALFRED GESCHEIDT
New York, N.Y.

NEWSFRONTS

Sirs:

You confuse obstinacy with nonviolent resistance in your story on the London nuclear bomb protesters in the Newsfronts section. The men who are being dragged away by the police in your pictures are practicing the same dedicated nonviolence which Gandhi used. Earl Russell has been trying to warn the world of the dangers of nuclear war, "ever since the bomb was dropped on Hiroshima" in 1945, and most scientists agree that this conviction is sanity, not obstinacy or perversity.

BRUCE D. BECK
Middlebury, Vt.

Sirs:

Pacifist Bertrand Russell has come to look remarkably like the head-in-the-sand bird whose dangerously naive philosophy he espouses.

RAYMOND L. PARSONS
Tempe, Ariz.

LOVE AND MARRIAGE

Sirs:

You have performed a real service in presenting the series on love and marriage.

An additional service would be the publication of these articles in pamphlet or book form. I could use material such as this in my counseling as a pastor.

CARL W. SOOERGREN
Portland, Ore.

▶ The series, in expanded form, will be published by Doubleday as a book next year.—ED.

Sirs:

I wish to commend you for an excellent series on love and marriage by Ernest Havemann. Most practical and complete—best I have seen. I have retained this helpful series for reference in my church work and my medical practice.

GLEN F. HARDING, M.D.
Ogden, Utah

Sirs:

I must question the easy optimism of Ernest Havemann's last article, particularly with respect to the future of Art and Annie, the couple he illustrates his piece with.

Now that their children are grown, what is there to keep them together? They are farther apart than ever in interests and temperament, and they will have less and less in common as the years go by, particularly if Art returns to the campus for graduate work in pursuit of his early ambition of being a professor.

In their case, I believe divorce would be a blessing. Like any operation, it is painful, but it would give each of them an opportunity to find more suitable companionship and interests.

It takes more than love to make a marriage.

RUTH DIMONO
Santa Monica, Calif.

Sirs:

The last instalment on "The Intricate Balance of a Happy Marriage" has a quiet, common-sense beauty about it.

It pictured marriage for what it really is—not a giddy, romanticized perfect-partner business—but a comfortable, secure feeling which would not be exchanged for anything else, come poverty, hard times or ill health. I shall save it for my own children who some day must exchange fantasy for the world of hard facts.

JAYNE DE LA HUERGA
Skokie, Ill.

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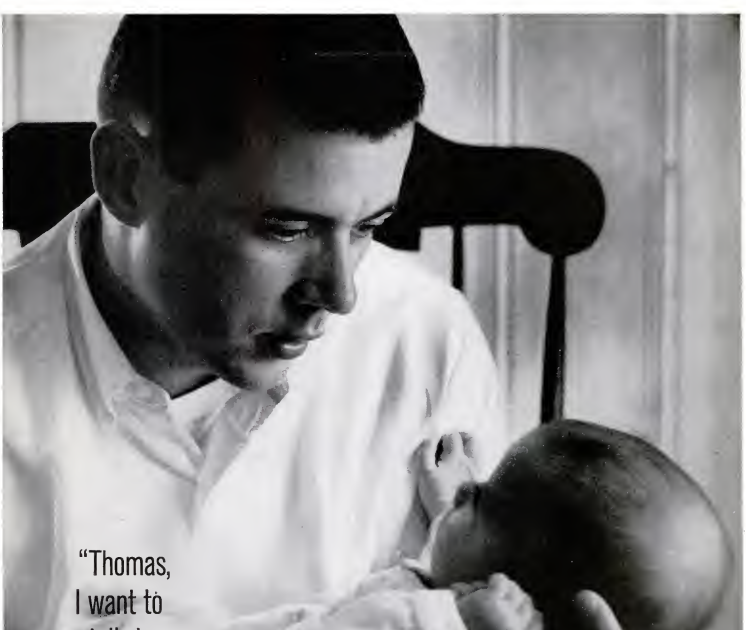

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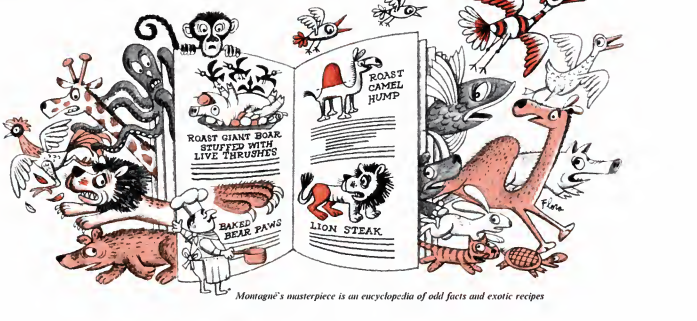

Montagné's masterpiece is an encyclopedia of odd facts and exotic recipes

An Epic for Epicures

by WARREN R. YOUNG

LATE this month a remarkable volume will emerge from the bubbling caldron of book publishing. A best-seller? Unlikely. A condensed book club selection? Impossible. The basis for a movie? Utterly incredible. Yet, to connoisseurs of major books in its particular field, its publication looms as an event somewhat akin to the spectacular coming-out a half century ago of the great 11th edition of the *Encyclopaedia Britannica*.

Although the name of this marvel is esoteric—*Larousse Gastronomique*—the subject it embraces is thoroughly mundane. It is, in the broad sense, a cookbook. But it is the mightiest, farthest ranging, most astonishing single cookbook in the history of eating. Translated now for the first time from the original French in which it was compiled 28 years ago by Chef Prosper Montagné, it weighs 5½ pounds and offers a staggering selection of 8,500 recipes. These range fr m instructions on how to cook eggs 351 different ways to the directions for turning a bear's paws into a tasty hors d'oeuvre (bake in clean mud so the hair will come off; simmer in water until soft; cook with chicken, ham and sherry—but beware of having buffalo's feet pawned off as bear's paws; an educated tongue can tell the difference).

The recipes, amazingly varied as they are, are only a small part of what this book offers. Arranged alphabetically like an encyclopedia, it is actually several formidable books in one.

It is first of all a compendium of almost every known edible substance in the annals of natural history, from albatross to zebu.

It is an etiquette guide, offering meticulous instructions on several different but equally proper styles of setting, serving, seating and savoring any kind of meal.

Contained in it is a guidebook to birds of the world, another for fruits, a third on all edible fish.

A treatise on mushrooms is complete down to data on the speed and certainty with which you will die after eating various poisonous varieties.

The section on ailments connected with eating and drinking, such as botulism and alcoholism, would constitute a minor medical monograph.

It is a historical reference work, with detailed and fascinating accounts of famous banquets down through the ages—including ones that featured such trifles as a giant boar from which, when it was cut open, live thrushes fluttered out.

The book is a do-it-yourself manual for home canning, food freezing, meat curing and beer making.

It is a catalogue of cheeses and wines.

It is a gourmet's travel guide to the regions of France.

As important as anything else, it is a storybook full of droll tales related to food and eating which actually turn the weighty work into good bedside reading.

The author of this exhaustive compilation was a brilliant and heretical chef, one of the great gastronomical experts of all time, who first earned renown in the late 19th Century by bitterly attacking his confreres for paying more attention to the trimmings of cookery than to the flavor. Prosper Montagné was a natural choice when the French publishing house of Larousse decided in 1933 that it wanted an authority to compile a work summing up all the world's important knowledge about food and food preparation. The book that the 72-year-old Montagné delivered three years later contained a prodigious 1,300,000 words, all written in longhand after stove hours.

It was published in 1937 and has been regarded by gastronomers ever since as one of the true landmarks of modern civilization. Mrs. Kennedy's French chef, René Verdon, says, "I use it all the time. Every chef in the world does."

Three publishers, five editors, four years

But until now, no chef could use it who did not understand French. Its transformation into a usable English-language volume posed a maze of obstacles. One culinary expert who was consulted beforehand insisted that anybody who would even attempt it was crazy. The task took four years. Five food experts served as editors and translators, three firms collaborated in its publication (Crown in the U.S., Larousse in France and Paul Hamlyn Ltd. in Britain) and several printing plants set the type, using 6½ tons of metal.

The chief editors were cookbook authors Charlotte Turgeon of Massachusetts and Nina Froud of London. These two ladies, laboring on opposite shores of the ocean, were like strangers bound together by an invisible rope trying to scale an impossibly sheer mountain without seeing each other. At times the task seemed interminable. Mrs. Froud worked such long hours that she actually had to give up the family cooking. Mrs. Turgeon says: "I would live just to get through the A's, then the same with the B's, wondering all the while if Z would ever come."

The translation of Montagné's ocean of words was barely a beginning. Everything had to be re-alphabetized, since many items start with a different letter in English than in French. This job took five girls nearly three months. Because of a quirk of languages, the number of listings was reduced in the process; often a half-dozen French terms would all translate into a single English word.

Once the volume had been turned from French into British English, it was necessary to retranslate much of it into *American* English. What Americans know as zucchini squash, for example, is Italian marrow to the British. The vegetable called endive in both the U.S. and France is called chicory in England, and vice versa. The British use a number of odd terms like "sweat the veal," which merely means to cook it gently. Where no single term was considered adequate for readers in both countries the editors included both the British and American definitions.

Cuts of meat posed a similar problem. French, British and American butchers use three entirely different patterns by which to cut up an animal; for instance, there is no such thing as T-bone steak in London or Paris. At one point, to help get the British cuts clear in her mind, Mrs. Turgeon persuaded her own butcher to slice up a haunch of veal according to a British meat chart.

Recipe measurements were a major headache. Most of Montagné's directions called for grams (35/100 of an ounce) and deciliters (a little less than ½ cup). The spoon used in a French "spoonful" might be anything from a teaspoon to a ladle. Worse yet, *British* "cups" and "spoonsful" turned out to be totally different from American. Day after day Mrs. Turgeon had

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to buy small quantities of all sorts of ingredients in order to calculate the conversions with her kitchen equipment. The translated amounts often came out in peculiar fractions. In recipes where exactness was important, the whole recipe had to be reapportioned so as not to be full of ridiculous quantities like one and 23/78 cupsful of cream.

Even the non-recipe sections of the book required careful research. Says Mrs. Froud: "Just see what Montagné did with garlic. He didn't just say 'a branch of the onion family' and tell how to use it. He had to inform you what Aristophanes remarked about garlic, what Mohammed thought about it and on down to Bernadin de Saint-Pierre, a naturalist and novelist of the 18th Century, who described in poetic detail what French mistresses of the time thought of the smell."

To check out suspected errors—for despite Montagné's stainless reputation in France, he was not infallible—Mrs. Froud and her two assistants found themselves wearing out their Bible concordances, poring through the *Odyssey* and a learned history of porcelain, tracking down experts on ancient French cutlery terms in remote chateaux, and visiting such fact sources as slaughterhouses, the British Museum, the Macaroni Council and the official Purveyors of Turtle Soup to the Lord Mayor.

From Jupiter's beard to hen-and-chickens

Turning up U.S. substitutes for the French ingredients also took weeks. For Montagné's 52 recipes for brill, a delicate-flavored flat sea fish not native to U.S. waters, it was a simple matter to suggest a species of flounder. But it was only in a dusty Canadian book in the library at Amherst College where her husband is a professor of French that Mrs. Turgeon found quite by chance the equivalent of a French vegetable called Jupiter's beard: the familiar U.S. rock-garden plant called hen-and-chickens.

All oddities in the original book were kept, if there seemed any historical or culinary reason for them. Thus in the U.S.-British edition it will still be possible to learn that one can distinguish a cooked cat from a cooked rabbit by the shape of its bones, since a diner never knows (as Montagné pointed out) when an impoverished restaurateur may try to sneak in the substitute. But the chemical analysis of each vegetable, useless to diner and cook alike, has been dropped, along with some old weight-reducing menus which long since have proved unequal to the challenge of world corpulence.

The sections on U.S. and British cooking are completely revised. Montagné was fascinated by such American specialties as clambakes, barbecues and burgoo (a kind of Kentucky stew "prepared in the full wind"). Mrs. Turgeon substituted a more general study of U.S. eating habits.

Midway in all the fantastic job of straightening out Montagné, the only corrected version of the manuscript, which had to be continually shipped back and forth between the U.S. and Britain, suddenly disappeared. A few days later it turned up on the desk of some shipping clerk who had no idea what it was. The publishers thereupon halted everything while every one of the 18,000 sheets of manuscript was photographed for safety. Then the work proceeded to its conclusion.

U.S. housewives may be somewhat stunned by the dizzying pace at which *Larousse Gastronomique* leaps from the absurdly simple to the most exotic complexities known to culinary science. In one place the book describes the boiling of water. Elsewhere the reader discovers that camel's meat is a delicacy far superior to tasteless lion's steak, and that it is possible to cook roast camel's hump, camel's paunch *à la marocaine*, and young camel's feet *à la vinaigrette*. Most cooks, to be sure, will look upon such recipes as mere culinary hocus-pocus. But the book also abounds in more practical dishes which are equally elegant. Egg eaters may want to experiment with eggs poached in sherry the way Edward VII liked them and then go on to try "eggs in half mourning" cocked with Madeira and truffles. Angels on horseback, which are oysters cooked in bacon, might well lead an aspiring cook on to one of the greatest French dishes—perhaps chicken galantine, wherein the fowl, its bones removed and replaced with truffles, tongue, ham and herbs, is cooked in a broth to which old brandy and wine have been added, and then served cold in aspic.

Thus, whether it is used as a recipe book or read for pleasure, *Larousse Gastronomique* offers an absolutely prodigious journey through the imaginative lands of gastronomy, equally fascinating whether your taste runs to boiled mutton or to lapwing eggs in aspic—both of which are, of course, included.

Big problem was arbitrating international dispute on meat cuts

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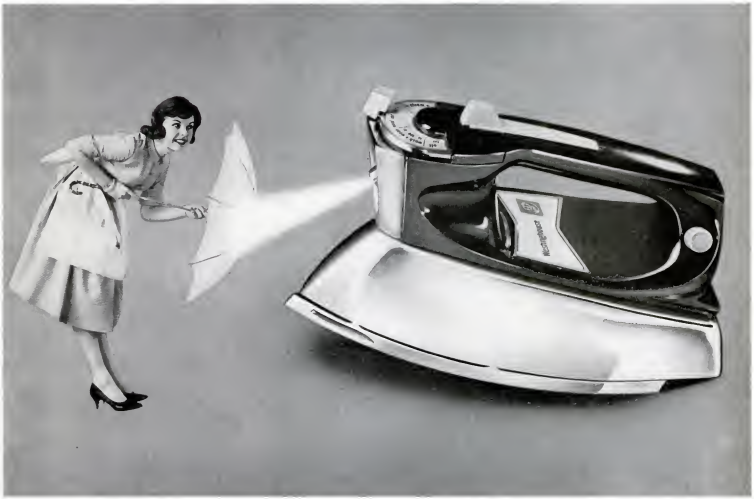

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LIFE GUIDE

Gay, glittery, sassy nightclub life, two ballets, 38 covered bridges, 44 manor houses

U.S. entertainment is like a crazy Rube Goldberg machine, all hooked up together. Push a button over here, and you ring a bell or set off a firecracker over there. This interlocking system accounts for an explosion of talent and fun in the nation's nightclubs.

Since shiny girlie shows have grown too costly to produce on Broadway, television or in the movies, they have shifted to the nightclubs of Las Vegas and Miami. Since many major entertainers grow stale too quickly on TV, they have hit the nightclub trail. Since TV variety shows are on the wane, many a juggler or ventriloquist tours the clubs just as his old folks used to tour in vaudeville.

Most welcome are the satiric cabaret revues. These sassy pint-sized shows, springing up across the country, are too modest for Broadway, too bright for mass TV, just right for customers who don't check their wits with their wraps.

NIGHTCLUBS

TOPICAL AND TUNEFUL. In New York, the young granddaddy of recent cabaret revues is a series of shows launched a few years ago at a club now called Upstairs at the Downstairs. In its most recent arrival, *Seven Come Eleven*, six polished young funpokers pile onto a stage hardly bigger than a button box and lace into everything from "The Jackie Look," done Calypso style, to "The John Birch Society" done as a stomping hillbilly hymn: "You cannot trust your neighbor or even next of kin; if Mommy is a Commie you've got to turn her in."

Another batch of six performers are in command at the Bon Soir in a midget revue called *Greenwich Village, U.S.A.*, which razzes both beatniks and eliteniks.

In Chicago, the Second City last year put on a revue which was so good that it blossomed into a full-fledged show, *From the Second City*, now at a New York theater. A new brainchild, *The Unrifled*, will open at the Midwest cabaret on Oct. 24. The Camellia House will bring in Bob Melvin—an acid funnyman in the Mort Sahl tradition—on Nov. 10.

More conventional but lively guzzle-and-giggle revue is *Medium Rare*, which has run well over a year at the Happy Medium.

Washington, D.C.'s small club, the Uniquecorn, serves a nifty little revue that is largely political and all satirical. It takes off TV educational programs, diplomatic protocol, seating arrangements and the governmental maze ("How was your first day at the office, dear?" "I don't know, dear. I couldn't find my office").

And at points west: Other topical nightclub revues in which talent counts for more than trappings are *4 Psychos Only* at the Playbill in Dallas, *Winners and Losers* at the Crystal Palace in St. Louis, and *The Billy Barnes Party*, a successor to several Barnes shows which have become merry Los Angeles fixtures.

GLITTER AND GAGMEN. The show girls in Las Vegas, that mecca of conspicuous waste, wear tons of feathers and fabrics, and still manage to expose acres of flesh. They are staples in the palatial nightclubs where daytime visiting stars and an occasional imported novelty show provide the only element of change. The Desert Inn offers Danny Kaye from Oct. 31 to Nov. 27. The Dunes is presenting a spectacular Philippine Festival full of dusky nymphs who may run for several months. The Sands will reverberate with Sammy Davis Jr. until Nov. 6; and then with Sammy's friend, Frank Sinatra, until Nov. 21.

Los Angeles steals the name from a famous Parisian nightclub and bestows it upon its own Le Crazy Horse, where the show is full of moderately entertaining synthetic ooh-la-la girls as well as a comic trio.

New York is curiously lacking in gaudy entertainment. The Latin Quarter's new *Manhattan Holiday* has a first-rate troupe of Spanish guitarists and dancers. The Copacabana still has a pristine chorus line and a series of great headliners: Comedian Sid Caesar until Oct. 25; Singer Nat King Cole until Nov. 15.

ODDITIES. Chicago's popular Playboy Club, with its $25 lifetime membership fee, is one of the nation's most important talent marketplaces. Its newest fledglings are a remarkable young ventriloquist, Dick Weston, who sings duets with his dummies, and an infectious banjo player, Jerry Van Dyke, who sings with himself.

Los Angeles. A $100,000 puppet show, *Les Poupées de Paris*, patterned after a sumptuous French girlie revue, goes with a nightclub dinner at the Kroft Theater. Three-foot-high lady puppets with bare breasts flounce around a miniature swimming pool and skate on real ice.

Montreal nightclub trotters are sentimental about the old Bellevue Casino, with its handsome chorus line. From Oct. 16 to 28 it will present a comic pantomime act, three jugglers, and a ballerina, followed by the "fabulous plate-spinners," Alberto and Rosita.

SINGLES. Sophie Tucker, singing in Omaha at Angelo's Club until Oct. 24 and at The Vapors in Hot Springs, Ark. starting Oct. 30, is a monolithic monument to the bygone era of bootleggers, sugar daddies and flappers—full of sentiment and raucous talent.

Harry Belafonte, the vocal equivalent of an iron hand in a velvet glove, presents his suave but sinewy versions of folk songs and other melodie treats at the Latin Casino in Camden, N.J. from Nov. 15 to Dec. 10 and proceeds from there to Las Vegas.

Peggy Lee, who has more honest musical talent than her millions of record fans realize, will lift her all-American marshmallow voice at the tinkling Basin Street East in New York from Oct. 31 to Dec. 2.

Phyllis Diller, the funniest and most frightening of female clowns, is taking over Mr. Kelly's in Chicago until Nov. 5, moves to Hot Springs, Ark. through Nov. 11 and later to the Radisson Hotel in Minneapolis. Miss Diller must be seen to be believed. She looks like a towheaded ogress out of a nightmare painting of Hieronymus Bosch, and her humor about operations, death, airplanes and her own nuttiness skates on thin ice between nausea and hilarity. Anyway, through it all runs a wonderful primeval absurdity.

ART

THE ART OF ASSEMBLAGE displayed in New York's Museum of Modern Art is a stimulating and oddball exhibit. Assemblage is made up of whatever scraps of things you might find in trash heap or toolshed. They are cut up, crumpled, glued and welded into works that sometimes resemble recognizable subjects but more often turn out to be bewildering new forms. Artists who have created these assemblages (Picasso, Duchamp, Rauschenberg) take them seriously. So do some critics—and some collectors who pay up to $10,000 for one. New Yorkers can make up their minds until Nov. 12. Then Dallas (Jan. 9) and San Francisco (Mar. 5) will have their chance.

"BONNE FETE, PICASSO." On Pablo Picasso's 80th birthday Oct. 25, a three-week show will open at the University of California at Los Angeles. For it, collectors have lent 250 works —an impressive array of oils, drawings, ceramics and posters. Picasso himself has contributed 100 signed lithographs to be sold by the UCLA Art Council.

GIFTS TO YALE. Forty sculptures, paintings and drawings mostly willed to the university by the late Stephen C. Clark are on view in New Haven until Nov. 26. Works by Van Gogh, Manet, Corot, Hals, Eakins, Homer and Hopper.

AFRICAN SCULPTURE. Boston University plays host to 2,000 delegates to a UNESCO conference on Africa Oct. 22–26, and will exhibit 150 pieces of primitive wood sculpture and contemporary African paintings.

BOOKS

SLUMS AND SUBURBS. James Bryant Conant continues his study of U.S. secondary education with a hard-hitting survey revealing the "social dynamite" inherent in the startling contrast between the wealthy suburbs where a "parent's college ambitions outrun his child's abilities" and slums where often 50% of the educable and employable youth are out of school and out of work. Dr. Conant makes 17 recommendations for correcting a situation which "challenges the concept of equality of opportunity in American public education." (McGraw-Hill)

WHY ENGLAND SLEPT. Written in 1940 as a senior thesis for Harvard, John F. Kennedy's book examined in prophetic detail the dangerous inherent weaknesses in democratic society that led to the empire's nearly fatal unpreparedness. It contained an equally prophetic introduction by Henry R. Luce: "If John Kennedy is characteristic of the younger generation . . . many of us would be happy to have the destinies of this Republic handed over to his generation at once." Reissued last week, Kennedy's book contains a new introduction by Luce, who notes that the book is as "good as it was 20 years ago" and that its author is in an incomparably "better position to do what ought to be done than were the leaders of the shameful '30s." (Wilfred Funk)

THE WHISPERERS. In a slender, exquisitely tooled novel, Robert Nicolson, a civil servant who writes in his spare time, brings to life a hilariously but heart-wrenchingly daft old lady whose only real good luck is that she is watched over by the welfare department of Author Nicolson's native city of Glasgow, Scotland. (Knopf)

LIVING FREE. The incredible adventures of the late Elsa, lioness extraordinary, continue. Elsa's friend and biographer, Joy Adamson, tells how Elsa, who had successfully bridged the dangerous gap from protected, human domesticity to normal, wild animal life, reared her cubs (who are at last reports still alive) in both worlds. With a thoughtful introduction by Sir Julian Huxley. (Harcourt Brace & World)

DANCE

AMERICAN BALLET THEATER. Although it originally emphasized the American mood and scene, this ballet troupe has gone afield to take on some new Swedish choreography and three enchanting dancers from the Royal Swedish Ballet. For the next seven weeks it will be on tour from Burlington, Vt. Oct. 26; Syracuse, Oct. 27; Wilkes-Barre, Oct. 28; State College (Pa.), Oct. 29; Buffalo, Oct. 30; Pittsburgh, Oct. 31.

JEROME ROBBINS. For his *Balleta: U.S.A.* Jerome Robbins (director of *West Side Story, pp. 80-87*) has choreographed a brand-new number, "Moves," danced in silence—no music at all. His now-famous N.Y. *Export, op. Jazz*, which wowed Europe, is still great.

FESTIVALS

INDIANA. Parke County, about 135 miles from Chicago, has 38 ancient covered bridges and invites visitors to rumble nostalgically over them

CONTINUED 29

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LIFE GUIDE CONTINUED

and admire the Wabash River country in autumn dress. Tours leave from Rockville, by car or bus, Oct. 20–22.

SOUTH CAROLINA. The first non-native crop grown in the U.S. was rice and Charleston will re-enact (Oct. 22) the arrival of the foodstuff 275 years ago. Seed brought from Madagascar in 1686 built a plantation paradise over the next 150 years. A banquet, sidewalk art show and a "rice cook-off" for housewives will starch the proceedings.

VIRGINIA. An autumn pilgrimage to 44 manor houses and nine venerable churches fringing the James and York rivers, Oct. 20–22, offers motorists a chance to inspect, among them, four of America's most superb colonial mansions: Westover, Berkeley and Shirley (all built well before 1750) and Brandon, bullet-scarred in two wars. Heirloom furniture, silver, magnificent gardens.

MARYLAND. A five-day poetry festival at the Johns Hopkins University brings nine ranking poets of today to Baltimore from Oct. 23–27 to give lectures and readings from their own works. Robert Lowell, Theodore Roethke, Peter Viereck and Richard Wilbur are all Pulitzer prizewinners.

HISTORY

STATUE OF LIBERTY. Now green with age (she hasn't had a bath since 1931), the lady gets renewed honors Oct. 28, 75 years after the sculptor, Frederic Barthold, tugged free the huge French tricolor and unveiled her face. A bust of Edouard de Laboulaye, the French historian who conceived the project, will be presented at the ceremony as a gift to the new American Museum of Immigration to be built in the old fort that forms the statue's outer base.

MOVIES

BRIDGE TO THE SUN. This film is the true-life story of an American woman—Gwen Harold of Johnson City, Tenn.—who married a Japanese diplomat, bore him a daughter, shared his assignments and his worries and loved him very much. Excellently acted by Carroll Baker and James Shigeta, a Hawaiian-born Nisei who fought as a U.S. Marine in Korea, the film is also a revealing glimpse into what World War II looked like from Japan.

RECORDS

HEIFETZ-PIATIGORSKY. The dream team of Violinist Jascha Heifetz and Cellist Gregor Piatigorsky get together on Brahms' *Double Concerto*, and the dream comes true in spades. Conducted by Alfred Wallenstein, the two virtuosos make their instruments sound like a single, eight-string marvel which brings off Brahms with a rare and shimmering brilliance. (RCA Victor)

FRANK LLOYD WRIGHT. A couple of years before his death, the supreme U.S. architect chatted into a tape recorder in his New York hotel suite. Now the conversation has been relieved by a record company that specializes in drama and poetry. Wright's talk is full of both. With enormous egotism and soaring imagination, he sees the whole world revolving around architecture, "the mother art." He lambastes modern cities, eulogizes "the common man's privilege to be uncommon." (Caedmon)

EILEEN FARRELL. Last year the distinguished soprano had a surprise hit in her first pop-music LP, *I've Got a Right to Sing the Blues*. Now she follows it up with a dozen more standards in *Here I Go Again*. But this time the novelty has worn thin, and she sings the tunes with a sameness that makes them ring hollow.

However, she is in top form in an album, *Verdi Arias*, which is being issued simultaneously. On this old home ground, Farrell renews her claim as America's best dramatic diva. (Columbia)

SONGS WITHOUT WORDS. The year's most offbeat album includes forms for entering a lyric-writing contest. The winning words for each of 10 tunes will earn $500 against future royalties. The tunes are pop-type, western and rock 'n' roll, written by leading composers like Jimmy McHugh and Johnny Mercer. (Capitol)

SCIENCE

THE HALL OF ELEMENTS. A graphic new exhibit put together by Union Carbide and now on permanent display at Chicago's Museum of Science and Industry includes working models of a nuclear pool reactor and a chemical plant. Demonstrators show how to quick-freeze a flower and mix chemicals to make a polyurathene foam. Visitors can test their knowledge of the composition of air, take a cram course in chrome, calciums and carbons.

BOSTON. Eight "Wonders of the Universe" from the Andromeda galaxy to the Omega Centauri star cluster are twinkling in the Hayden Planetarium's sky through Dec. 3. Two shows a day, three on weekends.

TELEVISION

MACBETH. Last season's best dramatic show (LIFE, Nov. 28, 1960) which ran away with five Emmy awards, gets a welcome repeat. The two-hour program pairs Maurice Evans and Judith Anderson. (NBC, Oct. 20, 8:30 p.m., E.D.T.)

ACCENT. Poet John Ciardi, scold of all middle-brows, jumps feet first into a middle-brow project. He is the new host of a cultural series which this week studies intellectual ferment behind the Iron Curtain, exhibiting scenes from political satires that have popped up in several Soviet satellites. (CBS, Oct. 21, 1:30 p.m., E.D.T.)

TRIAL AND DEATH OF SOCRATES. A dramatization by Robert Herridge of Plato's moving account of the Greek philosopher's last debate. Made in 1960 with Donald Davis as Socrates, this film has been shown only by West Coast stations and a few others, deserves a wider audience. (Boston, WGBH-TV, Oct. 23, 10 p.m.)

How many of these football greats can you name?

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2 Charley _____. As a rookie, 14 years ago, this durable Giants quarterback set an NFL single game passing record that still stands.

3 Paul _____. This Packers halfback broke an all-time NFL record last season when he scored 176 points in a single season.

4 Johnny _____. A great passer at Notre Dame, and later with the Bears, he is the youngest member of football's Hall of Fame.

5 Bobby _____. Now starting his 14th NFL season, this former Lions quarterback is generally credited for revitalizing the Steelers.

6 Jon _____. Famous for brilliant, breakaway runs, this L. A. Ram has been picked as an All-Pro halfback for the past three years.

7 Don _____. The greatest pass-receiver of them all, he played and for the Packers, caught a record total of 101 touchdown passes.

8 Frankie _____. He threw 'em left handed for Stanford and the San Francisco 49'ers, was famous for his "Bootleg" plays.

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Maybe you don't recognize him off the field, but each of these Marlboro men is a great name in the annals of pro football.

They're Marlboro men, no mistaking that. Rugged as they come and tops in their field.

If your memory needs jogging, watch Pro Football on CBS-TV. This fall, for the 6th year in a row, Marlboro is sponsoring the NFL games and you'll be seeing these men in our Marlboro commercials, reliving highlights of their great careers.

Don't miss the games. And while you're watching, settle back with a Marlboro—the filter cigarette with the unfiltered taste.

You get a lot to like with a

Marlboro

King-size soft pack or Flip-Top box

Answers:
(1) Ken Strong
(2) Charley Conerly
(3) Paul Hornung
(4) Johnny Lujack
(5) Bobby Layne
(6) Jon Arnett
(7) Don Hutson
(8) Frankie Albert

THE
NEW
AMERICAN

FAMILY CHAUFFEUR, FAMILY SHOPPER!

You're so busy, you make a bee look lazy.

You buzz from home to school to supermarket to goodness-knows-where-all. Haul bags of groceries. Taxi broods of kids. Have your hair done. Look at hats. Pick up the cleaning.

You're the new American—and your car has to measure up to the hustling life you lead. You want it to behave itself. To be ready to go whenever you are.

At the American Oil Company, we make petroleum products that help your car do what you expect it to. And we keep busy making them the best you can buy.

For example, our scientists have discovered a detergent additive called *MPG*› that is so new and different it has been granted a U. S. Patent. It keeps carburetors clean in traffic driving, means more miles per gallon. You get it only in our gasolines. We figure the better our products and service, the easier your job of chauffeuring and shopping will be. Try us at the sign of the red, white and blue Torch and Oval.

You expect more from Standard—and you get it! *The facilities of three great related regional petroleum companies have been combined into a single national organization, the American Oil Company, national marketing affiliate of Standard Oil Company (Indiana). We bring you the finest products and services—AMERICAN® Gasolines and Super PERMALUBE® Motor Oil; ATLAS® Tires, Tubes and Batteries—"As You Travel, Ask Us" service on routing, lodging and dining—20,000 stations to serve you—coast-to-coast credit card.*

STANDARD OIL DIVISION OF AMERICAN OIL COMPANY
NATIONAL MARKETING AFFILIATE OF STANDARD OIL COMPANY (INDIANA)

STANDARD

DOWN 10% Settee and Arm Chair. Simple Danish styling. Reversible covers. 1960: $149.95. Now: $134.95.

DOWN 12% Moccasin Oxfords. Glove leather slip-on in brown, black, white. 1960: $6.77. Now: $5.97.

DOWN 16% Rotary Mower. 20-inch cut, 3 horsepower. Engine cover helps muffle noise. 1960: $69.88. Now: $58.88.

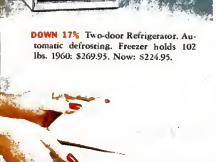
DOWN 12% Blue Willow Dishes. Set of 53 pieces. Same pattern also available in pink. 1960: $21.47. Now: $18.94.

DOWN 17% Two-door Refrigerator. Automatic defrosting. Freezer holds 102 lbs. 1960: $269.95. Now: $224.95.

DOWN 12% Bathinette. Lift-out plastic tub. Extra storage space for accessories. 1960: $24.95. Now: $21.98.

DOWN 25% Glamorous Simulated Fur Greatcoat. Gives the illusion of real fur. 1960: $79.90. Now: $59.90.

DOWN 26% 8mm Movie Projector. Threads film in 3 seconds. Power rewind. 1960: $118.00. Now: $87.50.



DOWN 21% Sheet, cotton and Pima cotton. Twin, fitted bottom. White and 7 pastel shades. 1960: $5.00. Now: $3.97.

DOWN 17% Cottoo Corduroy Shirt. In turf green (above), blue and burgundy. 1960: $4.77. Now: $3.94.

DOWN 17% Decorator Clock. 8-day movement. 27" x 20". Gold color finish. 1960: $27.94. Now: $23.07.

DOWN 16% Two-piece Dress of pure wool. Designed in Paris exclusively for Sears. 1960: $29.75. Now: $25.00.

How Sears helps you fight

Every Sears item shown above now costs at least 10 per cent less than it cost last year. Sears, Roebuck and Co. has reduced the price of hundreds of products since 1960, and some by more than 40 per cent since 1949.

TOO MANY people feel there is nothing they can do about inflation. They've come to accept the idea that "everything costs more nowadays."

Sears says that isn't so—and proves it. At Sears stores and in the Sears catalog, many products cost *less*.

In the 1961 fall catalog, for instance, the price tags on 2,300 consumer items—representing every merchandise group—show prices of the items to be lower on the average than last year's.

What's more, this downward trend in prices is no recent development at Sears. The following cost comparisons

DOWN 21% Vita-Plenty. Supplementary multiple vitamin-mineral formula, 100 tablets. 1960: $4.77. Now: $3.77.

DOWN 17% Portable Radio Transistor. 7 transistors. Plays up to 400 hours on 4 batteries. 1960: $28.95. Now: $23.95.

DOWN 11% Floor Polisher. Scrubs, waxes, polishes hard surfaces. Cleans rugs. 1960: $27.88. Now: $24.95.

DOWN 15% Latex House Paint. Dries in 30 minutes. Good for any exterior surface. 1960: $6.49 per gallon. Now: $5.49.

DOWN 22% Balmacaan Raincoat, completely lined. Crease-resistant, washable. 1960: $12.77. Now: $9.90.

DOWN 29% Ban-lon* Knee-high Socks for children. Available in navy, red or white. 1960: 92¢ a pair. Now: 65¢.

DOWN 10% Electric Oven. Turns on and off by itself. Copper color enamel. 1960: $144.95. Now: $129.95.

DOWN 10% Blanket, 100% Orlon® acrylic. 66" x 90". Machine wash and dry. Eight colors. 1960: $9.67. Now: $8.71.

DOWN 23% Roto Spader. 3 horsepower. Recoil starter and adjustable handles. 1960: $126.93. Now: $97.50.

DOWN 14% Harris Tweed Sport Coat. 100% Scottish wools. Rayon lining. 1960: $34.60. Now: $29.90.

DOWN 19% Tree Lamp, 61 inches, with brass-plated pole, adjustable shades. 1960: $23.93. Now: $19.27.

DOWN 14% Girl's Cardigan, in Orlon* acrylic yarn. Choice of white and 6 colors. 1960: $3.47. Now: $2.97.

*Du Pont reg. T. M.

All prices quoted above are taken from the Sears fall catalogs for 1960 and 1961.

the rising cost of living

show just a few of the startling reductions Sears has made in the last 12 years. All prices are quoted from the 1961 Sears fall catalog and the Sears spring catalog for 1949.

A Sears refrigerator that cost $289.95 in '49 is now only $164.95—although the '61 model has increased capacity, with storage space for 60 lbs. of frozen foods.

A Sears chest freezer has come down from $334.50 to $199.95. A steam iron from $19.95 to $10.66. An automatic toaster from $18.95 to $13.47. An electric water heater has been reduced from $144.50 to $84.95—with a 2-year longer guarantee on the '61 appliance.

Sears has made many similar price reductions. And, in almost every case, now gives you a far *better* product.

Of course, not even Sears has been able to keep *all* prices down. But consider this significant price policy: *whenever Sears finds a way to buy—or to develop—an equally good product for less money, Sears lowers that product's price.*

By being content to take a modest profit—and through skillful buying in bulk from thousands of suppliers—Sears is still able to give you remarkable *values* on a staggering variety of merchandise.

So get more for your money—*shop at Sears and save!*

sporty performer

...with 185 h.p. Cutlass V-8 action!

In a class by itself . . . in the low-price field! Here's a car as exciting as its name—Cutlass! Exciting in performance . . . with the ultra high-compression Cutlass 185 aluminum V-8 Engine . . . 4-barrel carburetor . . . 10.25-to-1 compression ratio . . . high-torque rear axle—all as standard equipment! Exciting in style too . . . with sporty Moroccean interiors . . . sparkling chrome accents . . . foam-cushioned bucket seats—at no extra cost! Drive a Cutlass—sharpest thing on four wheels—now in Coupe and Convertible models! Oldsmobile Division • General Motors Corporation.

THERE'S "SOMETHING EXTRA" ABOUT OWNING AN OLDS!

F-85 Cutlass

BETTER THAN EVER IN EVERY WAY

AND EVERY INCH AN **OLDS**

men recommend it to other men

Old Spice
AFTER SHAVE LOTION

One refreshing splash tells you why. Cool, clean – that's the feeling; exhilarating as an ocean breeze. Old Spice After Shave Lotion is the happiest ending a shave ever had. Brisk and bracing – any time of day. Perks up your ego between shaves with that thoroughly masculine Old Spice aroma. If you haven't yet had the pleasure – discover now the unique qualities of Old Spice.

1.75 and 1.00 plus tax. Also available in Canada. SHULTON

Spray, Steam & Dry Iron with wash-and-wear settings!

It sprinkles as you iron. Just touch a button and, automatically, a continuous spray of warm water melts away stubborn wrinkles. No tiresome thumb pumping.

And now, with *three* wash-and-wear settings (most other irons have *one*), you can safely iron Dacrons, Acrilans and other modern synthetics (see built-in fabric guide) without fear of scorching!

You can even *steam-iron* most fabrics safely. It's modern, beautiful and lightweight. See it at your General Electric dealer's. General Electric Co., Portable Appliance Dept., Bridgeport 2, Conn.

Progress Is Our Most Important Product

GENERAL ELECTRIC

New All-Purpose Sharpener! Sharpens pencils, knives, scissors electrically—quickly, easily. Welcome gift for all!

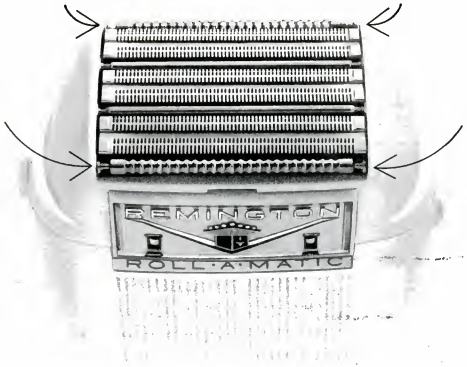
A Rotisserie And Portable Oven, Too. Broils, rotisserizes and bakes with controlled heat. Tilt-top lid for easy access.

New Toast-R-Oven* Bakes, Too! Toasts anything, top-browns muffins. Bakes cookies, rolls, frozen pastries—even potatoes, meat loaf!

**Trademark of General Electric Company*

The Dermatologists agreed:

REMINGTON® with adjustable roller combs offers the safest close shave of any shaving instrument, blade or electric



Reported in medical journal

"The Dermatologists' Report" is a 12-month medical study undertaken by a team of prominent skin specialists to determine what effect every type of modern shaving device has on the skin.

This study was the subject of a paper read at a medical convention and was recently published in a leading medical journal.

Here are some of the Dermatologists' findings:

Electric shavers remove 75% to 93% fewer skin cells

Electric shavers give greater skin protection; cause no cuts and few nicks. Most shaving-induced skin rashes do not occur when shavers with adjustable roller combs are used.

Electric shavers advantageous with certain skin ailments

According to the Dermatologists, most satisfactory instrument to use in presence of some skin diseases (particularly teenage acne aggravated by shaving) is a shaver with adjustable roller combs.

Study finds Remington offers safest close shaves

Difference in beard length was almost negligible between blade and electric shaving (allowing adequate break-in period for each). At the study's conclusion, the Dermatologists agreed electric shavers with adjustable roller combs offer the best combination of a safe close shave with the least irritation.

Exclusive with Remington

Adjustable roller combs are the exclusive feature of Remington shavers. Pictured above is the Remington Roll-A-Matic®—standard plug-in shaver. Shown at right is the new Remington Cordless Lektronic™ Shaver that shaves without a cord.

If you would like additional information about "The Dermatologists' Report," your doctor may obtain it for you by writing to Box 3583, New York 17, N. Y.

NEW **CORDLESS** SHAVER! REMINGTON LEKTRONIC

Self-powered. Shaves without a cord. No batteries to replace. Recharges on its own charging stand for up to 2 weeks of cord-free shaves. Tiny energy cells last the life of the shaver.

More Remington shavers have been made and sold (over 40 million) than any other make!

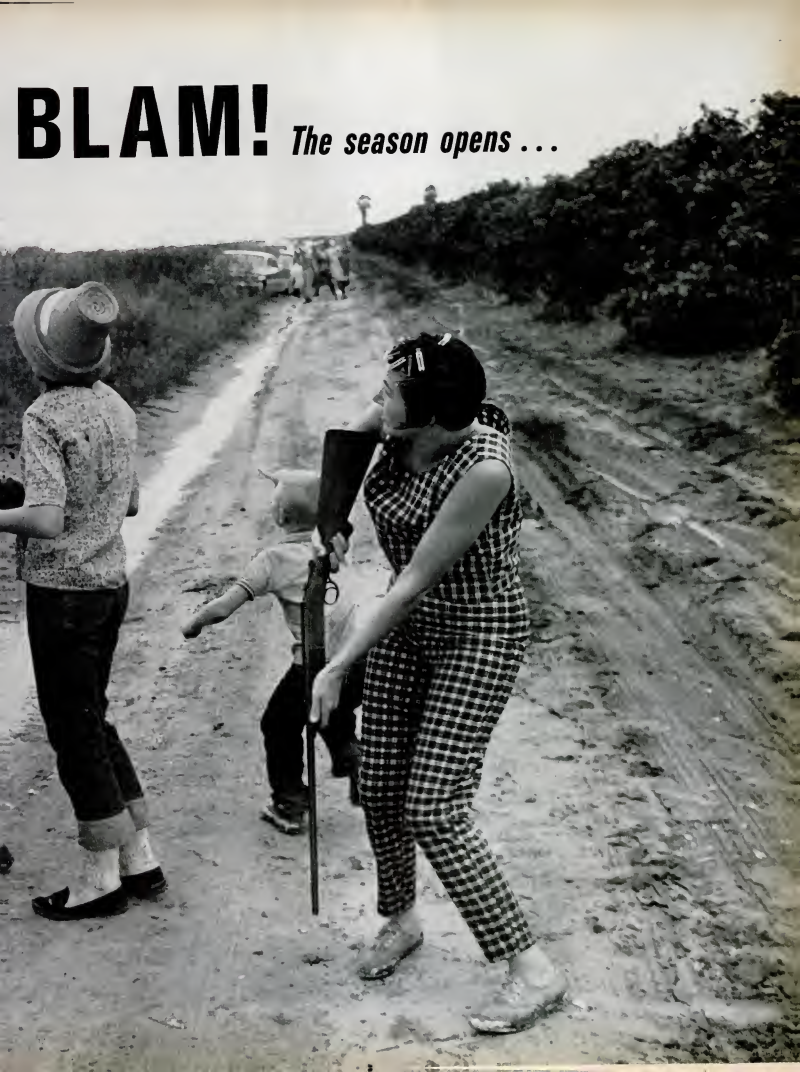
©1961 BY SPERRY RAND CORPORATION

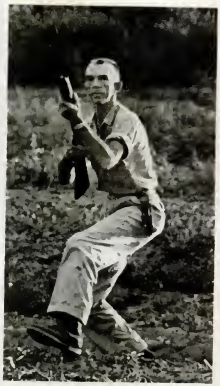
STORY
OF
THE WEEK

Hail to thee, blithe spirit

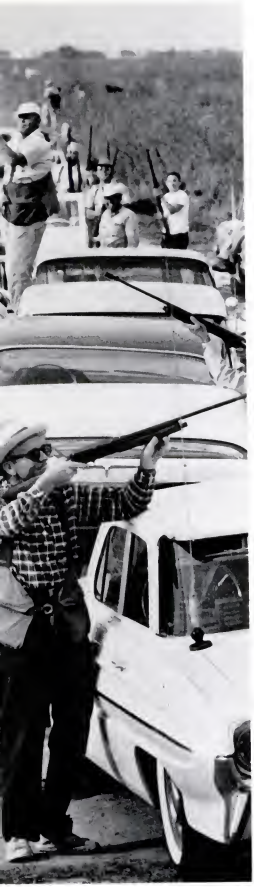
Photographed for LIFE
by RALPH CRANE

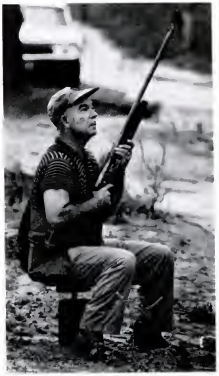
BLAM! *The season opens . . .*





...and the hosts of happy hunters





raise their mighty shotguns high...

CONTINUED

HAIR REPAIR. Gussying up after the ravages of a shower, Mrs. Melvin Thrash (*left*) and Mrs. Charles Burns of Giddings, Texas use a lull in the hunt to prepare for a festive evening in Mexico.

. . . to unfeather every

Where were the gun slingers gunning for what? They were in Texas' lower Rio Grande Valley, and they were hunting the white-winged dove. There is nothing else in all outdoors quite like this hunt.

The white-wing is a choice species of dove and its whirring, sky-filling flight drives its fanciers to near-madness. Nonexistent in most of the United States owing to its migratory habits, it is most plentiful in the southern tip of Texas, a northern extremity of its range. For this reason virtually everyone in the Rio Grande region able to raise shotgun to shoulder—and many barely able to do even this—takes up arms for the three-day season and moves out to put the blast on the gray birds with the blue-ringed eyes. This season, their numbers swollen to more than 10,000 by dove addicts from other parts of Texas and points as far distant as New York, the hunters racked up an estimated 50,000 white-wings (limit 10 per day per person), plus an equal toll of the more numerous mourning dove and uncounted numbers of blackbirds, sparrows and other feathered henchmen so imprudent as to have been airborne over the area at this most inopportune time.

Correspondent David Nevin, who with Photographer Ralph Crane survived the hunt, gave this description of the firing line where the shooting was heaviest: "Except for occasional friends who worked together, everyone

cooing dove in Texas...

hunts without pattern. They fire guns in every direction, often over each other's heads. In their excitement, some lunge about frantically, while others plunk away almost casually. Birds fall nearly shredded by shot from as many as four or five guns. The most disconcerting gunner is the one who begins tracking over your head and continues his downward sweep as the bird disappears back over your shoulder. Crane and I went flat several times as gun barrels swung in our direction."

Yet for all its frenetic disorder, the Texas dove-kill proceeds on a note of good humor. There are few jurisdictional disputes over multiple hits (after all, who wants to bite into a bag of birdshot?) and almost incredibly few mishaps, though as Nevin noted, "Everyone, including us, was stung by spent shot that fell like rain."

It takes four doves for an average man's meal, making them, ounce for ounce—even if one considers only the cost of shotgun shells—among the most costly of entrees. And lest there be fears that the species is being blasted into extinction in this boisterous manner, it should be noted the dove has two things on its side. For one, the shooting is closely controlled by game officials. For another, two weeks before the season opened this fall, more than a million white-wings flew from the valley for Mexico. Even from birds, one Nimrod observed, such a hunt is hard to keep secret.

BATTERED BIRDIE. Too young to care much for hunting, a toddler named "Tiny" Martinez extends a quizzical hand to pet a deceased white-wing, recent victim of a barrelful of birdshot.

DOVE PLUCKERS. As the hunt bangs on about them, Helen Rome of McAllen, Texas and Jo Barousse of Crowley, La. gingerly pick at their husbands' kills. A blizzard of plumage litters road.

BIRDS IN BED. In a fitting aftermath to a hard day on the firing line, Hank Harkins of Alice, Texas luxuriates in his motel bed at McAllen, savoring some of the day's bag of succulent doves.

while out in Wyoming...

CONTINUED

BRISTLING BUSLOAD. Grinning self-assurance as they roll in by bus from the Riverton airport to Lander, Colorado's one-shot hunters, led by Governor Steve McNichols (*right*), hold rifles at ready.

. . . others lay siege to

the wily pronghorn . . .

BIG MOMENT. Tensed over his weapon in the split second before pulling the trigger, a hunter lines up his sights for a shot at a pronghorn fast disappearing over the rocky horizon. He missed.

CONTINUED

OLD ANTELOPERS. Veterans of other one-shot forays swap yarns at "Past Shooters" lunch at Jack Armstrong ranch near Lander. Mrs. Armstrong *(left)* talks hunter into another piece of pie.

. . . but not all the losers are antelopes

When it's dove-shoot time in Texas it's "waah araah" time in Wyoming, and on the state's dry, rocky plateaus the Lander One-Shot Antelope Hunt takes place. For all their swashbuckling, gun-bristling appearance, this fall's one-shotters bagged only six pronghorns. An awful lot more than that got away. Though it is as ritualistic as the dove hunt is disorganized, the Lander event is also a social occasion centered around man's urge to grab a weapon and get outdoors for some fun with his fellow man. The one-shot hunt traces its origins to the Shoshone Indians, whose pursuits of the skittish waah araah (antelope) with nonrepeating bows and arrows permitted but a single crack at the swift pronghorn. At Lander, four-man teams from Oklahoma, Colorado and Wyoming fan out in assorted vehicles over 400 square miles of bone-rattling terrain. Each team member is allowed but one shot. The hunt itself is pleasantly broken up with assorted feeds, gabfests and a smattering of ceremony. Chiefly, wrote Correspondent Jack Fincher, it is a chance for "men of common faith to greet old friends of the hunting fraternity, make new ones, hunt a little, cut up a little, drink surprisingly little and gab a lot."

LOSER'S PRIZE. Brandishing aloft the plaster "laughing antelope," traditional trophy for members who miss shots, George Knapp of Tulsa ruefully celebrates with Oklahoma team, which won.

GOVERNOR'S 'DISGRACE.' Daisy St. Clair, wife of a Shoshone chief, dresses Wyoming Governor Jack R. Gage as a squaw for "humiliation" dance—he hunted nine hours, never fired a shot.

LIFE on the Newsfronts of the World

Revolutionary budget . . .
Taylor's tense job . . .
Red stamp hoax . . .
Rocket-style salute . . .
Aga Khan's girl . . .
Sight of the times

From hiding place to freedom

Crouching in a tangle of grass in East Berlin, and hidden except for his face, a boy (*between two poles at left of picture at left*) waits to make his break over the wall he must surmount to reach the West. Nearby is a patrol of East German Vopos who will shoot to kill if they see him. Waved on by watchful West Berlin police, he scrambles to the wall (*top*) and slips under the wires into safe hands. This dramatic, lonely bolt for freedom came as Vopos stepped up their violent countermeasures, firing volleys of shots across the border at refugees. This boy, a 17-year-old orphan, was too dazed to say anything but "Thanks, thanks," as he shook the hands that had helped him.

CONTINUED

EVENTS AND

VOICES

▸ A charge by Senator Margaret Chase Smith that the Administration lacked the will to use nuclear weapons brought a surprise counterattack from none other than Nikita S. Khrushchev who accused her of being a warmonger: "It is hard to believe how a woman, if she is not the devil in the disguise of a woman, can make such a malicious, man-hating call," he said. "Even the wildest of animals, a tigress even, worries about her cubs, licks and pities them. Margaret Smith in her hatred of everything new and progressive has decided to beat all records of savagery."

▸ "One agent told me I am too crude for television," mourned playwright David Evans, who has been more or less ostracized by Hollywood ever since he won a $2,500 prize for a script on Socrates. "They're all so busy here trying to find their way through the morass of mediocrity they don't have time for much else. The situation is far more serious than the average person believes."

▸ Explaining his disenchantment with President Charles de Gaulle, Socialist leader Guy Mollet painted a grim picture of the Fifth Republic's future: "Our goal is to anticipate a civil war by having the largest possible union . . . ready to fill the vacuum should De Gaulle 'disappear' either by resigning or being killed. If the putschists and the army know this they may never make their move for power."

▸ The relationship between students and their teachers is threatened by too many inquiries from government and private employment investigators, declares a report from the American Civil Liberties Union. "If education requires uninhibited expression and thinking out loud and if tentative or spontaneous ideas are to be encouraged as conducive to learning, then disclosure of expressed opinion can become a threat to the educational process."

▸ "The best drivers are rather dull companions," reports Dr. James Maletti, director of a Columbia University study on traffic safety. "While the men are of average intelligence, they are nonaggressive, slow to anger, loyal, dependable, sober, saving, cautious husbands and fathers, and are hard workers." As for drunken drivers, added the author of the report, "no amount of admonishment, no amount of punishment, no type of social censure is an effective deterrent."

▸ Emerging from 151 hours spent in a model bomb shelter with his wife and two children, electrical contractor Martin Kreese observed, "This was quite a change from our normal vacation. We usually drive south."

Three irate services thrown into the budgetary pot

As they line up for their annual Battle of the Budget, the U.S. Armed Services are confronted with a revolutionary change in fiscal tactics. Defense Secretary Robert McNamara's new 1962-1963 defense budget consists of 10 "program packages." Unlike previous budgets, which were submitted by the individual services and then pared down to fit the money available, McNamara's packages cut horizontally across the structure of all three services. Each package covers a different military mission or function—total war offensive, total war defensive, sea- and airlift, operation of the office of defense, and so on. Within the total war package, for instance, Navy Polarises are allotted money in competition with Air Force Minutemen instead of with aircraft carriers which have an altogether different purpose.

The packages born of this revolutionary approach have all been approved by McNamara and will now be fitted into the $95 billion national budget which the President presents to Congress in January. As drafted, the total military request is for $53.7 billion, $2 billion more than the augmented 1962 defense budget and more than any other peacetime defense budget since the Korean war.

Despite the size of the outlay, the Armed Services are less than happy with the way it is being allocated. One highly placed Pentagonner says flatly, "There's complete disagreement between the Secretary of Defense and all the services on how you fight a war."

In general the generals and admirals feel that too much of the money is being given on the one hand to research and development for the far future and too much on the other hand to maintenance of old weapons in use now. Not enough, they complain, is earmarked for purchase of 1963-model replacements for existing weapons. Under the package program, with its $21.3 billion the Air Force cannot buy as many F-105 fighters as it wants but must take instead 300 of the Navy's cheap, reliable A4D-5 attack planes. The Navy with $15.58 billion would prefer nuclear power in a new Forrestal-class carrier instead of research into new hydrofoil hull designs. The Army ($12.74 billion) was hoping to maintain itself at the present crisis level of 1,008,000 men. Instead it will have to cut back to 929,000 men, only 59,000 more than before the Berlin crisis.

Whatever the merits of the technical objections, McNamara's integrated cost-analysis approach makes much surface sense. It is the kind of approach which would be used if the Armed Services were unified—indeed, it represents a quiet step toward de facto unification. What's more, the budget for once includes enough money for the ammunition and air support which U.S. divisions will need if they have to fight—and also sea- and airlift capability for their deployment. If there is a major flaw it is probably the severity of the cutback on new airplane orders, a situation which is almost certain to be rectified by Congress.

PRESIDENT KENNEDY MEETS THE PARATROOPERS AT FORT BRAGG, N.C.

U.N. REPORT:

Tricky Russian move and a Chinese puzzle

Business on the floor of the U.N. last week was taken up with the customary gripes and throat clearings which precede the major work of every session. The real work was going on in the corridors.

After days of negotiating, Russian chief delegate Valerian Zorin made what looked like a stunning concession on the deadlock over a temporary new secretary-general. Not only would Burma's U Thant be satisfactory as temporary head man, but Russia would also go along with a panel of assistant secretaries dominated by non-Communists and apparently without veto power. As usual there was a joker: before approving U Thant, Zorin wanted a pledge from him never to commit the U.N. to action without the agreement of all his assistants. Such a plan is just as effective as the veto, but relieves the Russians of the onus of wrecking the U.N. The U.S. promptly turned down the Zorin plan.

In another offstage battle, Nationalist China was under pressure from everyone, including the U.S., not to veto admission of Outer Mongolia. In return Russia would not veto Mauretania. By doing so Nationalist China would gain strong African support in the fight to keep Red China out of the U.N. But this would also mean a severe loss of face at home in Formosa. Ambassador Yeh flew home for urgent last-minute consultations with Chiang Kai-shek.

Advice and dissent about Vietnam

President Kennedy has sent General Maxwell D. Taylor to South Vietnam for the sixth study mission to that embattled land since Vice President Johnson's visit last May. The parade of emissaries reflects Kennedy's profound concern with Communist infiltration into Vietnam through the opened corridor of Laos. It also reflects a deep division in advice as to what the U.S. should do about Vietnam. The single-minded opinion of one powerful Kennedy adviser—Walt Rostow, who coined the phrase "New Frontier"—is that the U.S. should send troops to Vietnam. But most Kennedy advisers agree with Vietnam officials who say they do not need or want U.S. troops. They point out that Viet Cong rebels, though they have been appearing in battalion force lately, have yet to win a major engagement with Vietnam's U.S.-trained army. What the Ngo Dinh Diem regime needs, they say, is the support and confidence of its own peasants. The appearance of U.S.

INSIGHTS

troops would only convince the peasants that Communist agitators have been right all along and that the government really is run by foreign imperialists. Finally, ask the Vietnam offlevals, can a few thousand U.S. troops do what 500,000 Frenehmen eould not do? General Taylor's mission: to find out who's right.

Following the facts with the figures

▸ A gloomy seientist has eomput-ed that a blink of the human eye requires one fifth of a second and that the average man blinks 25 times per minute. Thus, a motorist on a 10-hour trip at 55 mph is driving blind for 45.8 miles.

▸ U.S. losses through fires set a new record last year: 11,350 lives, $1.5 billion in property. Fires razed or damaged 563,000 homes, the National Fire Protection Association reports, and half of the 6,000 killed at home were children. Prineipal eauses: careless smoking, defective heating and cooking equipment, careless handling of flammable material.

▸ The average American family donates some $300 to ehureh es, charity and the needy every year, a University of Miehigan study reports, adding up to a grand total of over $17 billion.

▸ Opponents of "socialized medieine" may think they have staved off government interferenee, but the Social Security Administration thinks differently. A reeord $6.228 billion of public funds was spent on patient care, workmen's compensation, medical research and eonstruction of medical facilities during 1960. This was more than 20% of the grand total of $26.5 billion—$145 for every man, woman and child—spent by U.S. residents on medical eare.

▸ Out of 2.1 million families in which the husband is unemployed, 700,000 are supported entirely or in part by the wife, according to Bureau of Labor Statisties. Another 170,000 wives with jobless husbands are looking for work.

▸ Last year 30,435,000 persons managed to find time to spend a total of 658 million days fishing and hunting, and also spend nearly $4 billion doing it.

"The farther you get away from the paper work and the closer to the man," said President Kennedy after an exhilerating day awey from Washington in North Caroline, "the better our defenses look."

In the nostalgic surroundings of the University of North Caroline campus (where he received an honorary LL.D.) and the dusty parade ground at Fort Bregg (where he reviewad a ¾-mile-long, 40-ecradeep phelanx of the 82nd Airborne and received a rocket-age salute, pegas 54-55), he sevorad the youthful spirit of the campus and the sight of rock-herd troops. "When Americens take a defeatist attitude," Kannady reflectad afterward, "they should see things like this. They would think of all the pluses going for us."

In his formal address at Chapel Hill the President maintained the somber tone that months of steedy crises have forced upon him. "We are destined to live out most, if not ell, of our lives in uncertainty and chellange and peril," he told the crowd. But he added, "if we can face up to our risks . . . we shall be neither Red nor dead, but alive and free."

Uneasy lies the bun that bears a crown

When Cray Cooke, 16, entered the Miss Flame contest during Dailes' fire-preventionweek, she set the judges' hearts on fire and won in a breeze. But when it came time to don her 10-pound crown, everything went awry. Cray had braided part of her hair and wound it around her pony teil to look sophisticated. But when the heevy headpiece was laid on it, the oversized bun toppled—and so did Cray's crown and her queenly eplomb.

SIGNS OF THE FUTURE

Rx DIAGNOSIS BY DR. COMPUTER

No two sciences seem farther apart than medicine and mathematics. But the unlikely pair is finding a common ground in a wholly new area of science which has just been explored by doctors and mathematicians meeting at Endicott, N.Y. The aim of the new science is to make diagnosis a precise matter of mathematical probabilities. The method is to reduce all the patterns and variations of human symptoms to numerical measurements and then feed them to computers for storage and handling. In this way doctors hope to collect vast quantities of physical statistics about everyone. Then they can begin to practice more effective preventive medicine—and to know as much about health as they already know about disease. At Endicott they had several items of progress to report.

● Dr. Warner Kloepfer of Tulane University (in "Norms and Heritability of Palmar Dermatoglyphics") told how he uses computers to read palms. He hopes to be able to link certain patterns of lines in people's hands with hereditary characteristics, including hereditary diseases. By mass screening of palms, for instance, he believes computers will soon be able to pick out those parents who are potential producers of offspring with congenital heart disease.

● In a similar way, report Dr. Charles Bading and David Gerburg of Kingston, N.Y., computers can be programed to do the job of a doctor with his stethoscope by analyzing tape-recorded heartbeats. By going over the tapes of thousands of apparently healthy people the computers will be able to pick out the individuals who are most likely to suffer heart attacks.

● To make computers available to doctors who live away from large computing centers, Drs. Fay Hemphill and James Shannon announced that Congress has set aside $5 million this year for grants to build "biomedical instrumentation centers" throughout the country.

● And for the day when the computers have finished interning and have hung out their own shingles, Dr. Homer Warner of Salt Lake City has even devised a single mathematical equation which describes the entire mental process of making a diagnosis.

NEW YORK TO PART WITH TATTOO ART

For generations of males, tattoos have been as much of a status symbol as hair on the chest. But now effete civilization is smothering the 4,000 year-old art.

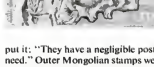
Alarmed by the rise of serum hepatitis in the area, New York City's health department traced 13 cases to the harmful effects of tattoo needles and dye solutions, promptly ordered a close-down of the city's remaining half dozen tattoo parlors.

"It's a bum rap," smarted one practitioner. "They can't prove hepatitis came from tattooing." A Coney Island tattooist, emblazoned with 59 purple pictures, sounded a warning. "Do they think this is going to stop the tattooing?" he scoffed. "The kids will just start doing it themselves with sewing needles and matches."

THE GREAT MONGOLIAN STAMP HOAX

For years the Soviets and their satellites have deluged collectors with stamps lauding Red achievements and leaders—a shrewd form of propaganda. But in efforts to promote Outer Mongolia through philately, the Reds have launched a clumsy goofnik.

Postage sales have always been slack in the remote republic. The main reason is that most Mongolians cannot write, or as one collector politely



put it: "They have a negligible postal need." Outer Mongolian stamps were crude and archaic. But in recent years they have suddenly bloomed into multicolored showpieces.

When a New York stamp dealer received a big batch of letters bearing Hungarian and Mongolian stamps, he smelled a rat when he saw they were all mailed on the same date. Then he noted that even though the letters supposedly originated in two different countries, the envelopes bore consecutive registered-mail numbers. Investigation soon revealed that the new "Mongolian" stamps were manufactured and canceled in Hungary.

The stamps were in fact part of a laborious attempt to create an image of Outer Mongolia as a sovereign country at a time when it was trying to gain U.N. membership. Now that the hoax is exposed, Mongolians may get a lifetime supply of their new stamps.

Even if a fellow can't find his millionaire baby in the five-and-ten-cent store, now he can at least buy the ring there. In New York City, Kress's veriety store, once devoted to items costing a dime or less, has added a line of diamond jewelry ranging in price from $9.95 to $99.

For other jewelry fenciers, a firm called Specialty Electronics Development Corp. is working on a pendent which will contain a gauge to keep track of radiation. A 1½-inch disk in its center is sensitive to everything from fellout to X rays, and anyone who wears it day end night will accumulate her very own personel record of redietion exposure.

CONTINUED 53

New Army drill:

5-4-3-2-1—At-ten-tion!

"Airborne! Airborne! All the way!" is the war cry of the Army's 82nd Airborne Division, and last week at Fort Bragg, N.C. it played host to its visiting boss, who found that the motto is becoming literally true, right down to the future foot soldier. Calmly taking off from an amphibious vehicle during a combat readiness show for President Kennedy, an engineer wearing a rocket-powered flying belt (LIFE, June 16) rose in a cloud of spray kicked up by his jets (*far left*). He then soared across the pond, made a two-point landing (*above*), turned off his gas and saluted the Chief—a fine new way of being taken to one's leader.

CONTINUED

Royal return to Paris Farah Diba was a student in Paris given to wearing casual skirts and sweaters when the Shah of Iran first laid eyes on her in 1959. Last week when she returned to Paris for a visit of state with her husband, the Shah, she looked every inch the beautiful and charming queen.

An unroyal homecoming It was a most unroyal moment for the lad who is second in line to the throne of England. Arriving in London, 19-month-old Prince Andrew sprawled awkwardly in his nurse's arms as she entered the limousine. Princess Anne, 11, was tugging at her pet Corgi's leash.

A tattooed soprano Rosalind Elias has a pretty mezzo-soprano voice, a 36-22-36 figure, a contract with the Metropolitan Opera and a famous press agent named Russell Birdwell. He boosted Rosalind's fame, if not her stature, by letting it be known that her name and Social Security number (023-22-9834) were tattooed on her abdomen—in case of disaster. "No one will see it," she said, "except myself and my doctor." Then she bought a $2,888 ad in the New York *Times* to proclaim that she would not hide in a fallout shelter. Her fan mail boomed.

Talked-about twosome One of the handsomest and most talked about social sights in Europe is the well-groomed couple shown at left. They have been seen together constantly on yachts, on Riviera beaches and—last week—at the Longchamp race track near Paris. He is Prince Karim, 24-year-old Aga Khan, a Harvard alumnus ('59). She is Anouchka von Meks, the daughter of a German baron and clothing manufacturer, who at 19 is already a famous figure. Gossip is that she may one day marry the Aga Khan.

CONTINUED

Sight of the times—a big good-by

The setting was Detroit. The scene could have been almost anywhere in the U.S. as thousands of young men were called up to active military duty. As the train for Fort Benning, Ga. started to pull out, Army Specialist Fourth Class David Nowak lifted up Darlene, his bride of three weeks, for a last kiss. Nowak, who is 22, was a clerk with GM when the orders came for his National Guard unit to move out. "They told me if I was a bad boy I couldn't go," he said, "so I shined my boots and my brass." Darlene, who is 18, said, "When they go, there's nothing you can do. It's not so bad when you see all the girls with children."

HEFTY! BEANY! BEEFY!

2 NEW SOUPS *from* Campbell's

NEW CHILI BEEF SOUP. Here's a man-pleasing, family-filling soup . . . chock-full of the goodness of tender pink beans and lean beef. Deliciously blended with the bright friendly flavors of tomatoes and onions, and excitingly spiced with chili. Campbell's Chili Beef Soup is great for all your hearty eaters.

NEW VEGETABLE BEAN SOUP. Seven favorite garden vegetables are combined with California pink beans and lentils in a real country-kitchen soup. These are flavored with a beefy broth. Campbell's Vegetable Bean Soup gives you good natural nourishment. It's a perfect dish for a hungry family . . . a good sturdy soup for the men in your house.

BUY BOTH GET BOTH FREE!

Just buy Campbell's 2 new soups — Chili Beef and Vegetable Bean. Tear off each label and, on the back of one, write the purchase price you paid for both soups plus your name and address. Send both labels to 2 NEW SOUPS, Box 42-C, Mount Vernon 10, N. Y. We will refund the full purchase price. Offer limited to one per family. Offer ends December 15, 1961.

Trust Swanson

1. **Fried Chicken**—tender and meaty; never a piece of backbone. Fried crisp, golden brown. Whipped potatoes, mixed vegetables.

2. **Beef**—specially selected cuts of lean beef in natural gravy; little browned potatoes, peas and corn.

5. **Chopped Sirloin Beef**—all-sirloin beef, in good natural gravy; crisp, golden French fries, sweet peas.

6. **Macaroni and Cheese**—tasty macaroni in a smooth two-cheese blend. Old-fashioned recipe; with glazed carrots, sweet peas.

9. **Filet of Haddock**—delicious portion of selected filet in golden cream sauce; whipped potatoes, green peas.

10. **Swiss Steak**—genuine round steak that cuts with a fork; good natural gravy; whipped potatoes, mixed vegetables.

11. **Meat Loaf**—all-beef, carefully ground, with onions, spices, tomato sauce; served with whipped potatoes and peas.

12. **Creamed Chicken**—bite-size pieces of breast and dark meat in a cream gravy; whipped potatoes, garden-good peas and carrots.

for the best in frozen dinners

3. Turkey—only the tender breast and thigh meat; with white and wheat bread dressing, whipped potatoes, peas.

4. Loin of Pork—choice slices, *loin only*, in light-brown gravy; delicious French fries, spiced apple slices.

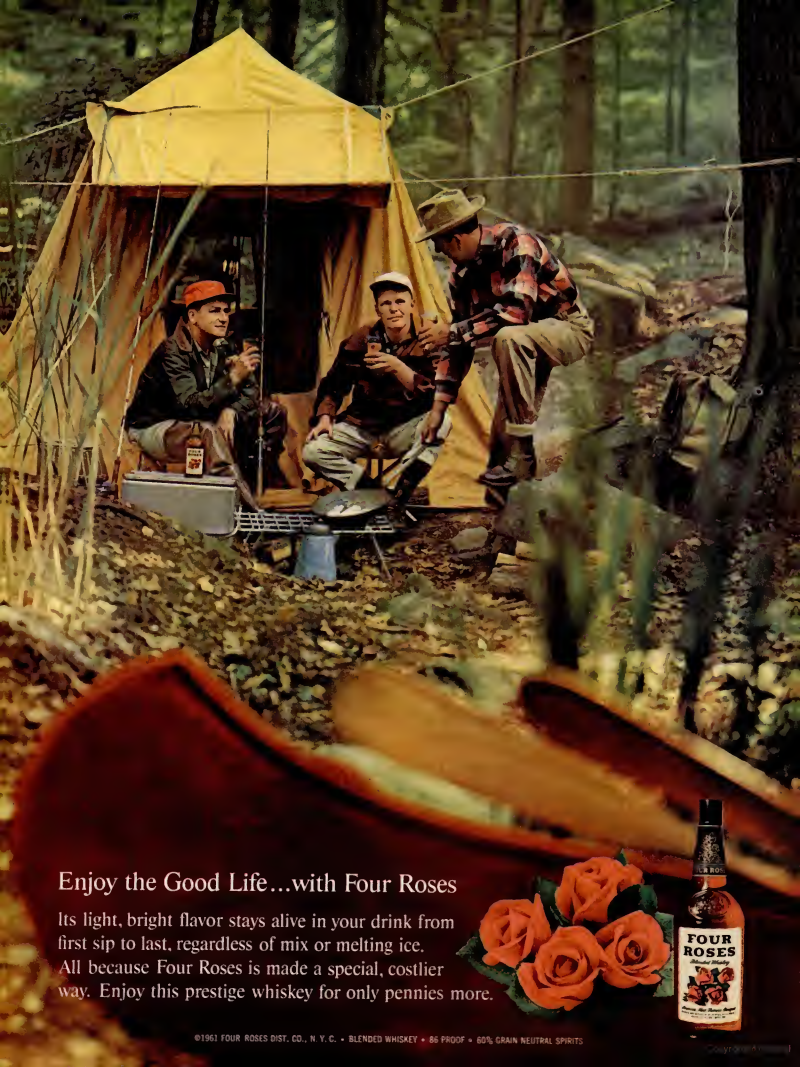
7. Sugar-Cured Ham—slow-cooked, tender ham; raisin sauce, peas, carrots, whipped sweet potatoes.

8. Fried Shrimp—fancy shrimp, fried in enriched breading; with tangy cocktail sauce, French fries, peas.

12 delicious dinners to choose from ...all family favorites

There's no comparison! Only Swanson brings you such a tempting array of your favorite dishes . . . all generous, hearty helpings . . . all cooked the way you like them best. Tender, lean meats; juicy chicken and turkey. And fine seafood with all the ocean flavor frozen in. You'll like the tasty trimmings, too! Good garden vegetables, savory gravies, perky sauces. Look for *your* family's favorites next time you pass your grocer's frozen food cabinet.

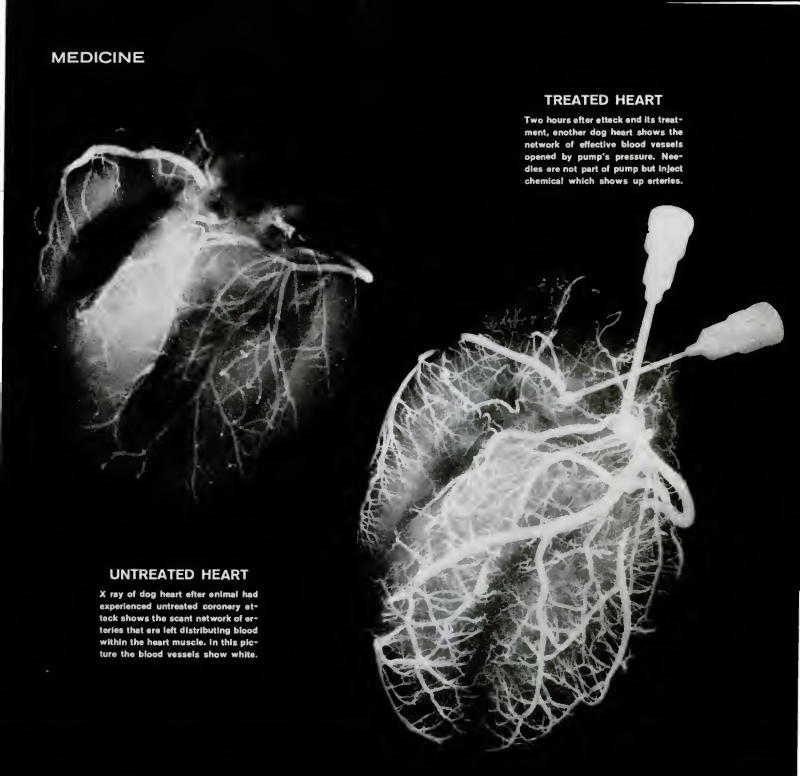
"TV" and "TV Dinner" are registered trademarks Made only by Campbell Soup Company



Enjoy the Good Life...with Four Roses

Its light, bright flavor stays alive in your drink from first sip to last, regardless of mix or melting ice. All because Four Roses is made a special, costlier way. Enjoy this prestige whiskey for only pennies more.

©1961 FOUR ROSES DIST. CO., N. Y. C. • BLENDED WHISKEY • 86 PROOF • 60% GRAIN NEUTRAL SPIRITS



TREATED HEART

Two hours after attack and its treatment, another dog heart shows the network of effective blood vessels opened by pump's pressure. Needles are not part of pump but inject chemical which shows up arteries.

UNTREATED HEART

X ray of dog heart after animal had experienced untreated coronary attack shows the scant network of arteries that are left distributing blood within the heart muscle. In this picture the blood vessels show white.

LIFESAVING HEART PUMP

Between the two dog hearts above, with their telltale tracery of arteries, there is a crucial difference. And this difference may open the way to a new treatment that will save human victims of heart attacks.

In the X ray of an untreated heart at the left a coronary attack (a blocking of the arteries in the heart) has left too few of the arteries filled with blood. The stricken heart will not get enough oxygen and its muscle will be damaged, perhaps fatally. The X ray at the right shows a heart which has suffered a similar attack, but because of the new experimental treatment it shows many more functioning arteries. Its muscle is getting enough blood and will very likely survive.

The new treatment, devised by a team of surgical researchers at the Harvard Medical School, relies on the fact that hearts have stand-by systems of arteries which do not normally carry blood. It takes a considerable increase of pressure to open up these arteries quickly and put them to work bypassing the blocked blood vessels. In the usual sudden heart attack this rise in pressure does not occur. The Harvard technique uses an ingenious pump apparatus to supply this pressure artificially. Electronically controlled by the patient's own heartbeat, the pump forces blood into the heart muscle and opens the unused arteries. The vessels stay open even after the machine is disconnected.

In the experiments on dogs the percentage of heart attack deaths was reduced from 83% to 17%. Researchers are next planning to test the technique on humans (*next page*). They hope that it may have similar lifesaving value—and even reduce heart damage after less critical attacks.

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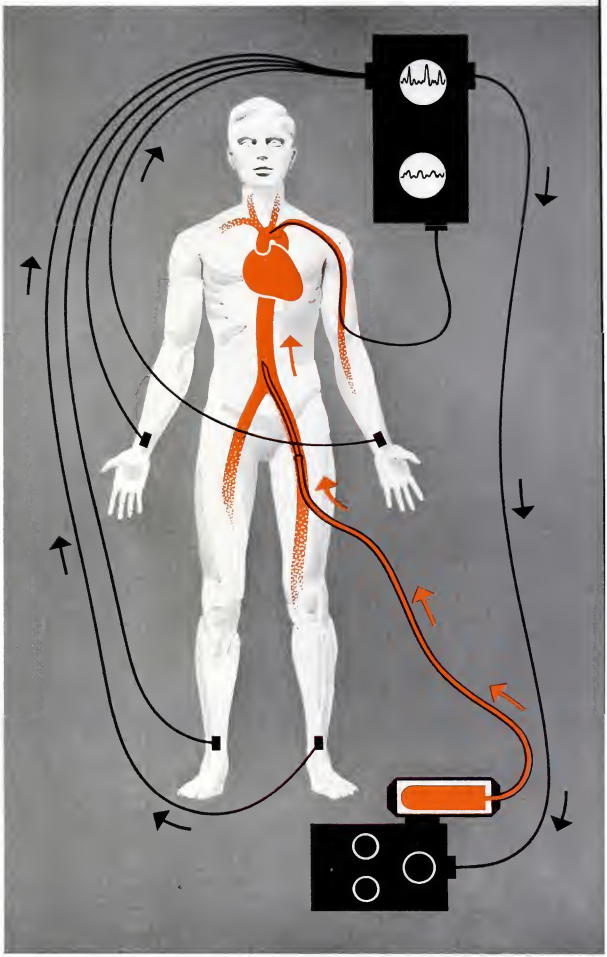


HOW PUMP COULD WORK FOR HUMANS

How the pump used on dogs might be used in a human attack is shown in this drawing. An electrically driven pump (*bottom*) is hooked into a patient's bloodstream through a tube inserted in his leg artery and led up into the aorta, the body's main artery. The patient's heartbeat is recorded by wired electrodes attached to his arms and legs. His blood pressure is measured through a tube inserted in his left arm artery. The recorded data flows in the direction shown by the black arrows into an electrocardiograph (*top*), a machine which records heartbeats. This machine, in its turn, controls the pump. Between heartbeats, the pump—which contains a small reservoir of stored blood—sends a pulse of blood (red arrows) toward the heart. This causes a brief increase in pressure that helps to expand the heart's stand-by system of arteries. At each heartbeat the pump takes a little blood out of the bloodstream, lowering the pressure in the aorta, and reducing the heart's workload.

Carbon costs you money. A tiny bit extra on a vital engine part can waste a tenth of the gasoline you buy, cost you 50 cents or more every time you fill up. Why is this so?

Carbon hurts your engine. It increases roughness. Fouls spark plugs. Runs up repair bills.

Gulf gasolines control carbon. Gulf's super refining process refines out dirty-burning, deposit-forming elements.

Result: cleaner-burning performance, faster pick-up, fewer repairs. Just try Gulf. You'll like the driving. You'll like the *saving*, too.

GULF

CONTROL CARBON WITH CLEAN-BURNING NEW GULF GASOLINES

GULF OIL CORPORATION

Ask anyone about Zenith...

They'll tell you Zenith has the reputation for making the finest television set you can buy. And Zenith owners will tell you why: years and years of dependable performance, with a sharper picture, and fewer service calls!

Ask your dealer or serviceman what makes Zenith so good! He'll tell you about Zenith's famous *handcrafted construction* with every connection *hand* wired and *hand* soldered. There are no printed circuits! No production shortcuts! It costs more to build a television set this way—but it means more dependable performance and fewer service headaches.

He'll tell you about Zenith's new *Gold Video Guard Tuner* with 104 16-carat gold filled contact points—that assure a sharper, purer picture for the lifetime of the set. And about Zenith's new *high-speed electron gun* which puts so much detail in your TV picture—that in close shots—you can actually see the individual strands of a performer's hair!

Then find out for yourself how Zenith quality is blended with convenience. *Try Zenith Space Command®* and discover how, without getting out of your easy chair, you can turn a Zenith TV off and on, change channels, adjust volume—even turn the sound off *instantly*, while the picture stays on.

Compare Zenith's *fine furniture cabinetry*—the richness of Zenith's genuine hardwood veneers, the elegance of Zenith hardwood solids—blended into an exciting array of authentic designs that complement your finest furniture.

Ask anyone about Zenith—your friends, the dealers, the servicemen—and when you do, you'll know what it means when we say, "the quality goes in before the name goes on".

Pictured here, the Lombardy, Model H3375 with Zenith Space Command remote control TV tuning. Magnificent Italian Provincial styling in genuine cherry fruitwood veneers and select hardwood solids, $575.00. Zenith handcrafted quality TV starts as low as $169.95*.*

ONE STANDARD OF QUALITY FROM THE SMALLEST PORTABLE TO THE MOST ELEGANT CONSOLE!

ZENITH RADIO CORPORATION. EXPORT: IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, radio and hearing aids. Pioneer and leadership in radionics exclusively. **Manufacturer's suggested retail price. Slightly higher or lower in Western and Southern areas. Prices and specifications subject to change without notice.*

ZENITH

The quality goes in before the name goes on

Last meeting of Dag and Linner took place at Leopoldville. Looking at the picture, Linner told Life's Howard Sochurek, "I couldn't dream of letting him down. We will go on and do what we can."

At his Leopoldville desk, Linner muses: "I feel a bondage with Dag and his policies that makes me more determined to carry out his wishes." One room has been set aside in Dag's memory.

The Man Dag Left Behind

When Dag Hammarskjöld boarded the plane at Leopoldville for his ill-fated journey to Ndola, another tall, blue-eyed Swede stood at the gates to see him off. Dr. Sture Linner, head of United Nations operations in the Congo, was a close personal friend and associate of the Secretary-General. When Dag's plane crashed, Linner was left not only with crushing personal grief—"I don't think we ever felt such sorrow in our lives"—but with the task of walking the eggshell path to settlement of the Congo crisis with only the leaderless backing of a jittery U.N.

In dedication and diplomacy, Linner has proved a worthy disciple of Hammarskjöld, moving without condescension or self-consciousness among the riven Congolese factions. His aim is to do "something that has some meaning in life." Reflecting on Dag's tragedy, he says, "By losing him, something came to us to say, 'O.K. Do your best now.'"

CONTINUED

Linner's wife, Clio, brings him an omelet dinner at 10 p.m. in his office. "This is his life now," she says. "We are here to do what we can."

Congolese army commander, Joseph Mobutu (*above*), replies amiably as Linner chides him for his late arrival: "I am not a politician."

Prime Minister Cyrille Adoula's eyes pop with surprise as Linner tells of recent defections by troops from the rebellious Katangese army.

Log Cabin's real maple flavor *makes* waffles!

Waffles topped with Log Cabin are good enough to eat... and eat... and eat. That's because there's real maple in this syrup. So, the next time you have waffles, enjoy them more. Pour on the Log Cabin. (For a change of taste, add ground cooked ham or crumbled bacon to your waffle batter.)

Halloween is just around the corner–

and so are the stores that feature

CURTISS HALLOWEEN CANDIES

(each piece individually wrapped)

1 Get 'em at your fav'rite store . . .
Curtiss Candy Treats galore.

2 Choices big! And prices small!
Happy Halloween for all.

3 Pile 'em tall and pile 'em high!
Lucky lady! What a buy!

CURTISS CANDY COMPANY
Otto Schnering, Founder
Chicago 13, Illinois

4 Candy fit for Kings and Dukes, Goblins, sprites and little spooks.

Make out your list today

and the longer the list,
the happier the kids!

(*Note: you'll never spend so little for so much!*)

☐ LEFT: America's favorite candy bars, miniature size. *Baby Ruth* with creamy fudge centers, chewy caramel, crisp peanuts. *Butterfinger* bars with golden, honey-combed peanut butter centers.

RIGHT: The same candy in the famous, regular size.

Chicks
20
Chicks
Chicks
Chicks

Have you tasted it?

New Miracle Patent makes the difference!

New Miracle Patent Squeezing-Freezing Process Means...

Minute Maid's New Process seals in vital flavor and aroma. Takes water out, leaves delicious flavor and aroma in!

Ordinary processes lose flavor and aroma. When they take out water, flavor and aroma disappear.

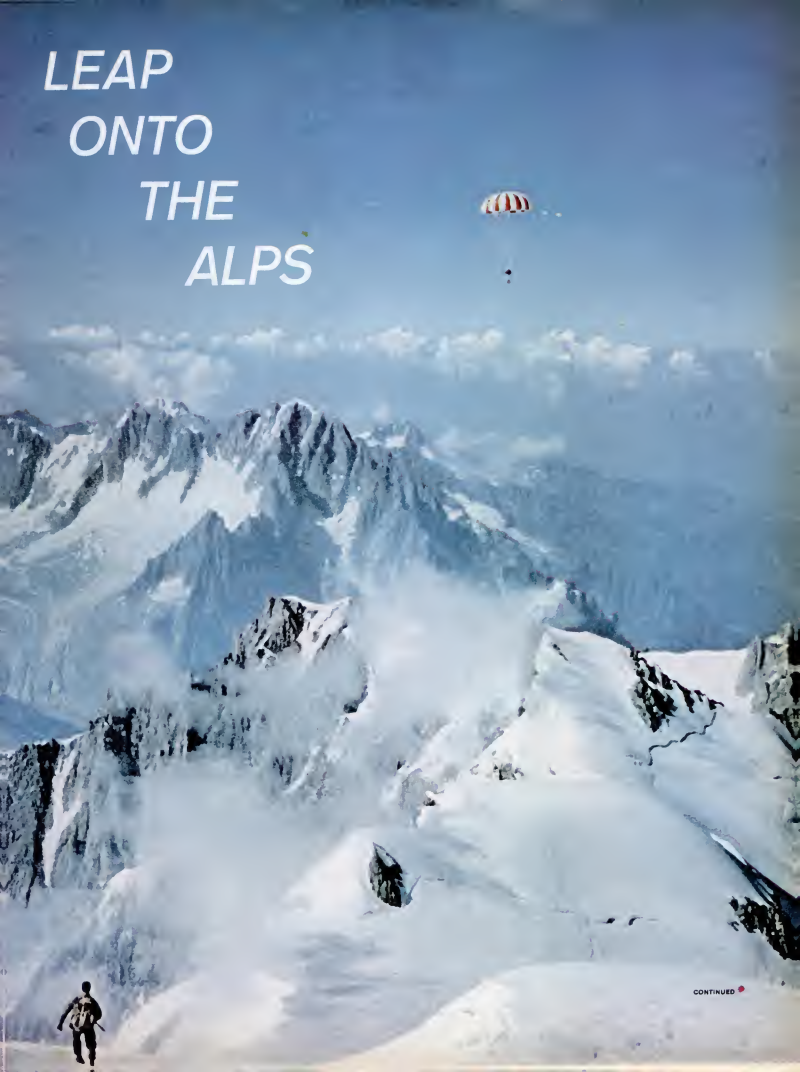
There's never been a concentrated orange juice like *this* before . . . a glorious *new kind* of orange juice that tastes so fresh, so sweet, so pure . . . and it is brimming with natural Vitamin C!

What makes the difference? Minute Maid blends in a New Miracle Patent concentrate to give the juice a rich, fresh-orange fragrance . . . a sweet, sun-drenched flavor. From the moment *you* taste New Minute Maid, you'll never drink any other kind of orange juice!

Available in 6-oz. or 12-oz. Family Size.

MINUTE MAID® FRESH-FROZEN ORANGE JUICE

LEAP ONTO THE ALPS



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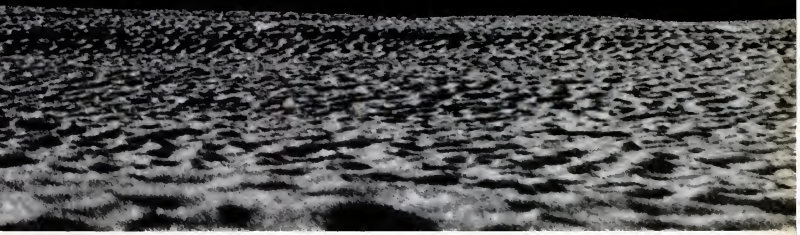
THE GREATEST ROMANCE AND

. . . SAFE LANDING ON
SUMMIT OF MONT BLANC



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ADVENTURE IN A THOUSAND YEARS!

CHARLTON HESTON and SOPHIA LOREN
in SAMUEL BRONSTON'S

It's the story of one of the world's greatest heroes... magnificently produced in Spain where he lived, loved and fought!

also starring
RAF VALLONE · GENEVIEVE PAGE
co-starring
JOHN FRASER · GARY RAYMOND · HURD HATFIELD · MASSIMO SERATO and HERBERT LOM
music by MIKLOS ROZSA written by FREDRIC M. FRANK and PHILIP YORDAN directed by ANTHONY MANN
70 mm SUPER TECHNIRAMA-TECHNICOLOR® a SAMUEL BRONSTON PRODUCTION in association with DEAR FILMS PRODUCTIONS
distributed by ALLIED ARTISTS

Put out the bottle that shows you know Scotch!

• Tonight, make it "BLACK & WHITE." No other Scotch has made more friends, kept more friends. The reason? Extra smoothness has always given "BLACK & WHITE" a light, bright character all its own. No wonder "BLACK & WHITE" is the best loved Scotch in America.

The Scotch with Character

"BLACK & WHITE"

DISTILLED & BOTTLED IN SCOTLAND

BLENDED SCOTCH WHISKY • 86.8 PROOF • THE FLEISCHMANN DISTILLING CORPORATION, N.Y.C. • SOLE DISTRIBUTORS

After landing, Jacques Dubourg packs chute and prepares for airlift off mountain. He has made over 600 parachute jumps.

HERE ARE THE MEN WHO DID IT

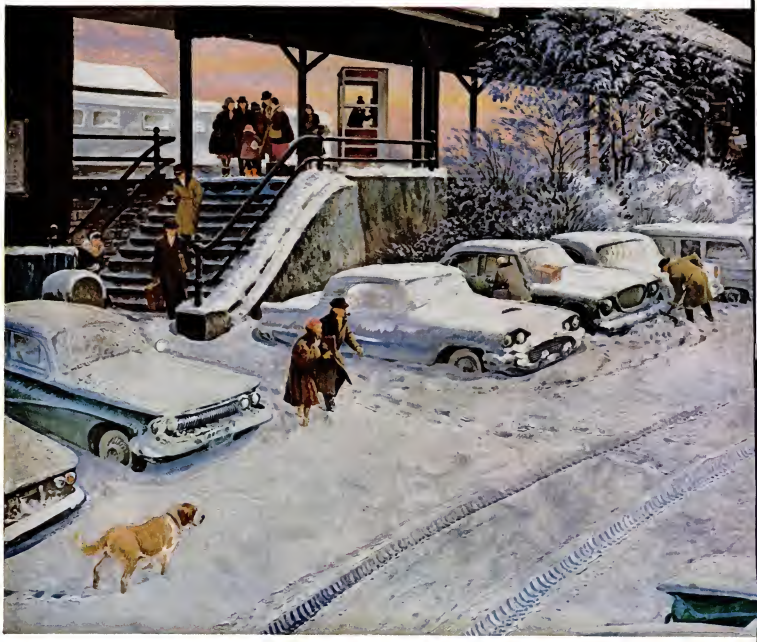
The snowy summit of Mont Blanc, 15,781 feet high and surrounded by sheer cliffs, was a treacherous target for three French parachutists on an aerial foray. They were trying to score a parachuting first—a landing on that famous alp. Led by Photographer Charles Bonnay, whose pictures of parachuting (LIFE, July 7) inspired the expedition, the airborne adventure proved difficult and dangerous. The men jumped into thin air at 17,060 feet. They did not wear oxygen masks and the cross winds and hard breathing diminished their chances of landing in the small 65x165-foot drop zone.

Maneuvering their steerable sport parachutes, each man swirled about during the 32-second drop, fighting to keep on course. Daniel Camus was the first to bail out and his descent into the marked-off target area (*foreground, p. 73*) was photographed by one of the ground party. Bonnay went next and he shot Jacques Dubourg about to land (*pp. 74, 75*). The three chutists achieved the highest parachute landing on record. Officials of the military establishment at Chamonix, remembering the recent nearby cable car tragedy, expressed great interest in the new rescue possibilities the record jump opened up.

In their plane Bonnay (*left*) and Daniel Camus make prejump check on gear. Can us has jumped into Suez and Dienbienphu.

Texaco's pledge: The finest engine protection in the world
Proof: Printed right on the can

When you change, change to the best—
Havoline motor oil
by Texaco



MORE TRACTION where there's snow...

GOODYEAR SUBURBANITES—the true all-winter tires—bite through snow that is hubcap deep, yet give you Turnpike-Proved mileage like all Goodyear tires.

Even in the roughest winter, you're usually only *yards* away from *miles* of cleared roads. That's why it pays you doubly to have Goodyear Suburbanites.

More traction. When you're up to your hubcaps in snow, 260 deep-cut cleats get you out and moving. When you need to stop, over 3,700 individual biting edges go to work to grip the road.

GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!

MORE MILEAGE where there isn't!

More Mileage. When the roads are clear, you get the kind of mileage you get with *all* Goodyear tires . . . Turnpike-Proved!

How does Goodyear do it? With the best combination of tread rubber and tread design for winter driving. Plus exclusive 3-T triple-tempered cords.

Beat winter to the punch. See your Goodyear dealer *now.*

3-T SUBURBANITE PRICES START AT $15.95
Black, Tube-Type
6.70 x 15 rayon plus tax and old tire off your car

Suburbanite T.M., The Goodyear Tire & Rubber Company, Akron 16, Ohio.

MOST ADVENTUROUS MOVIE MUSICAL EVER MADE

Explosion on the West Side

As a Broadway musical, *West Side Story* had a lot of qualities that many people cherished. It carried the splendor of *Romeo and Juliet* into the squalor of a New York slum and still held on to the touching sweetness of Shakespeare's young love story. Now, keeping the virtues of the original stage show and using an inspired movie camera to heighten its speed and excitement, *West Side Story* is reborn as the most adventurous musical film ever made.

The young lovers are drawn from two feuding factions—the boy a hero in a street gang called the Jets, the girl linked to a Puerto Rican gang called the Sharks. Even stronger than their love for each other is the exploding antagonism between the two gangs. Set to music by Leonard Bernstein and set in motion by Jerome Robbins' demonic choreography, the movie races to its tragic end, teaching its terrible lesson about racial hatred and a big city's indifference. Once in a while the fanciful dance numbers seem out of place on New York's workaday streets. But most of the time, United Artists' *West Side Story* slashes across the screen like a glittering switchblade.

Bernardo (George Chakiris, *center*) leads gang, the Sharks, in a finger-snapping, crouching invasion of the turf of their rivals, the Jets.

Against smoldering rubble of New York slum clearance project Jet leader Riff (Russ Tamblyn) leaps in pride. The Jets, he sings, are kings of the world.

At a dance in settlement house gym the Jets and the Sharks mingle on the floor but behind the gaiety tension builds. Jets challenge Sharks to a street rumble.

Fevered fun, hidden fear

Bernardo's girl Anita (Rita Moreno) laughs in a dance. She sings, "Life is all right in America" to cynical Sharks who answer, "If you're all white in America."

CONTINUED

Copyrighted material

Grimacing Jets line a broken fence and jeer the Sharks who are playing cards. The Puerto Ricans will never take over Jet turf, they shout, "a gang dat don't own a street is nothin'."

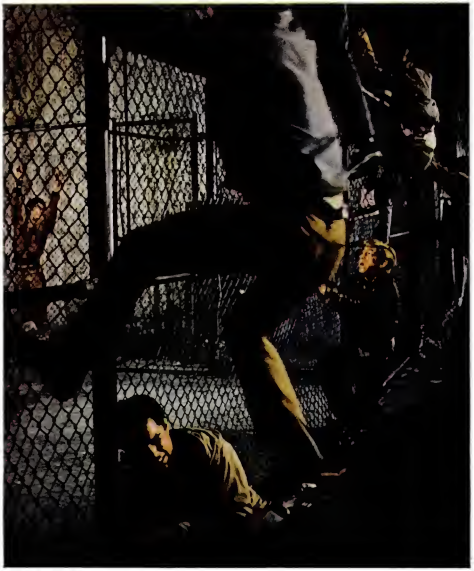
Song of love in a world of hate

On a city fire escape the balcony scene between Romeo and Juliet is evoked by Tony (Richard Beymer), a former Jet who falls in love with Bernardo's sister Maria (Natalie Wood) and sings to her, "Tonight, it all began tonight."

Slippery Sharks, bedeviled by the tormenting of the Jets, cook up some dirty tricks. Here they pour yellow paint down on a quartet of dejected Jets. Both gangs are itching for an all-out street fight.

A confused Maria, whose lover had been a Jet and whose brother was a Shark, points a gun at members of both gangs and asks who should die—then she weeps.

Gang members climb over a wire fence (*below*) as they hear police siren wail. Tony, who had tried to keep peace, lies on ground briefly dazed by his failure.

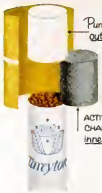


Under West Side highway gangs fight with knives. Here Tony pulls Bernardo close and knifes him after Bernardo killed Riff, whose body is in background.

violence, terror and tragedy

Tareyton delivers the flavor...

DUAL FILTER DOES IT!



Here's one filter cigarette that's really different!

The difference is this: Tareyton's Dual Filter gives you a unique *inner* filter of ACTIVATED CHARCOAL, definitely proved to make the taste of a cigarette mild and smooth. It works together with a pure white *outer* filter—to balance the flavor elements in the smoke. ***Tareyton delivers—and you enjoy—the best taste of the best tobaccos.***

DUAL FILTER **Tareyton**

Product of The American Tobacco Company — "Tobacco is our middle name" ©A.T.Co.

For the heroine, a quiet moment off stage

The leading lady of *West Side Story* is the youngest oldtimer in films. Natalie Wood started stealing scenes from grownup stars at 4. Now 23, she gives top performances this fall in this film and in *Splendor in the Grass*, and has become a high-voltage—and high-priced—star herself.

VERSATILE NEW STEREO FROM GENERAL ELECTRIC

...hangs on the wall...sits on a table...fits in a bookcase

Only General Electric gives you this: an exciting new concept in stereo design! Swing out the speaker doors, fold down the automatic record changer. In an instant, you're enjoying magnificent stereo sound! If you prefer, you may detach the doors for even wider sound separation. ■ An optional extra: an FM/AM radio, fully equipped to receive the exciting new stereophonic FM broadcasts. ■ See it at your General Electric dealer's. It's one of many fine General Electric stereos, in both portable and console models.

Progress Is Our Most Important Product

Audio Products Section, Decatur, Illinois

GENERAL ELECTRIC

HEAR THIS*

ON THIS

*FEATURING:

Mitch Miller *Ray Conniff*
Tony Bennett *Andre Previn*
The Brothers Four *Jo Stafford*

SPECIAL LP RECORD OFFER! Hear this exclusive Stereo Spectacular LP on the new versatile stereo at one of these General Electric dealers. When you do, this 33⅓ record (a $1.98 value) is yours to keep for just 50¢.

ILLINOIS

Arlington Heights.....Polk Bros.
Aurora.....Leonard & Co.
Light House
May Electric
Belvidere.....Johnson's Belvidere Appliance
Bensenville.....Lowell Television
Berwyn.....Alan Radio
Suburban Service Stores
Suburban Modernaire
Bloomington.....Golden Rule Appliance
Bradley.....Bode Appliance
Brookfield.....Harry's House
Canton.....McCauley's Store
Centralia.....Centralia Mart
Chatham.....Lewis & Co.
Chicago.....Abe Television
Alan Radio
Austin Appliance
Benson Music Shop
B. & B. Radio & TV
Chelsea Radio
Cole's Appliance & Furniture
Goodyear Service Stores
Grossi Bros.
Lindom's
Polk Bros.
Polk Bros. (all 4 stores)
Procida TV
Radio Surgeons
John M. Smyth
Tri-Par Radio
Chicago Heights.....Suburban TV
Crystal Lake.....Gilbert Appliance Co.
Danville.....Dixon Bros. Scott & Co.
General Appliance
Walker Sales & Service
Decatur.....Baulos Appliances
Carson, Pirie, Scott & Co.
Linn & Scruggs
Sears
DeKalb.....Waxman Ace Hardware
Dixon.....Fazzi TV & Appliance
East St. Louis, E. B. Jones-Homemakers, Inc.
Effingham.....Keller Furniture Co.
Elgin.....Bunker
Sinsey Electric Co.
Elmhurst.....Goodyear Service Store
Plaza Bros.
Fairbury.....Walton Dept. Store
Farmington.....Cogstrwiw TV
Forest Park.....Trage Bros.
Tri-Par Radio
Freeport.....H. J. Simon Tire & Store
Galesburg.....Hawkins Tire Sales
Glen Ellyn.....Hinkle Sales
Grayslake.....DeGroot Bros.
Hinsdale.....Geo. E. Lee Appliance
Joliet.....Community TV & Appliance
Fox Bros.
Todd Bros.
Kankakee.....Goodyear Service Stores
LaGrange.....Goodyear Service Store
Libertyville.....Titus Bros.
Lincoln.....McQuality
Lowes Park.....Park Plumbing & Appliance
Macomb.....Goodyear Service Store
Marion.....Egyptian Tire & Appl.
Mattoon.....Norris Sales & Service
McHenry.....F. M. Radio
Melrose Park.....Mel-Park Television
Metamora.....Schertz Appliance
Monmouth.....Hines & McClintock
Morton.....Morton Radio & TV
Ottawa.....Herb Pyle Appliance
Paris.....Davis Electric
Pekin.....Lee's TV Sales
Peoria.....Carson, Pirie, Scott & Co.
Hamilton Store
McQuillon's Peoria, Inc.
Sloans Appliance

ILLINOIS—continued

Pontoon.....Daum Electric
Pana.....Sizemore Electric
Quincy.....Quincy Supply Co.
River Grove.....Goodyear Service Store
Riverside.....Riverside Electric Co.
Robinson.....B & B Furniture
Rock Island.....Bacon & Deering TV Lab.
Rockford.....Goodyear Service Store
Johnson-Guler Appliance Co.
Charles V. Weiss Co.
Zeasih Store
Sandwich.....Swisher Hardware
Sterling.....Goodyear Service Store
Streator.....Miller Appliance
Taylorville.....Herbs
Washington.....Herbst Co.
Waukegan.....DeGroot Bros.
Fox Bros.
Polk Bros.
West Frankfort.....Johnson Appliance Co.
Woodstock.....Johnson Appliance Co.
Zion.....Benson Television

INDIANA

Auburn & Butler.....Dustin Sales, Inc.
Beech Grove.....Goodyear Service Store
Bloomington.....Brummett & Brummett
Hall Electric
Cambridge City.....Mac's Furniture
Crawfordsville.....Goodyear Service Store
Crown Point.....Smith Appliances
Dillsboro.....Jim's Radio Service
Elkhart.....Goodyear Service Store
Elkhart.....Tom's TV & Appliances
Elwood.....Smith Appliances
Evansville.....Dockweiler Bros.
Bob Schaad Co.
Fort Wayne.....Frank's Dry Goods Co.
Schuster's Appliance
Sharp Music Co.
Galveston.....Thomas Co.
Gary.....Goodyear Service Stores
Radiator Brokers
Streight Radio & TV
Gas City.....Smith Appliances
Goshen.....Hilty Electric
Greenfield.....Greenfield Electric
Greensburg.....Goodyear Service Store
Hammond.....Buedil's, Inc.
Goodyear Service Stores
Vierk's Hesville Furniture
Highland.....Goodyear Service Store
Huntington.....Goodyear Service Store
Indianapolis.....Richard Bennett Furniture
Goodyear Service Store
Earl W. Rich Plbg. & Appl.
Sharper & Lindsey Elec. Co.
Loehs, Inc.
Lafayette.....Miller TV Sales & Service
Lebanon.....Hoffman's
Martinsville.....Buskirk TV & Appliances
Monticello.....B & B Furniture
Mount Vernon.....Ewing Tire Service
Muncie.....Benson Electric
Brauer TV & Appl.
Goodyear Service Store
New Albany.....Goodyear Service Store
New Castle.....Goodyear Service Store
Plymouth.....Kennedy Tire Service
Rushville.....Goodyear Service Store
Seymour.....J. E. Walz TV & Appl.
South Bend.....Goodyear Service Store
Terre Haute
Anchor & Indiana Furn. Co., Inc.
Cecil R. Marvel
Willis Gas & Appliance Co.
Tipton.....Stone Electric
Union City.....S. J. Fisher

INDIANA—continued

Vincennes.....Salter-Morgan Co., Inc.
Washington.....Allison Electric
Winchester.....Durbin's Auto Supply

IOWA

Albia.....Oehler Brothers
Ames.....Goodyear Service Store
Home Furniture & Appliance
Ankeney.....Gene Nicholson Store
Bettendorf.....Schneider's TV & Appliance
Burlington.....Goodyear Service Store
Cedar Rapids.....Hoppers Appliance Co.
Clarion.....Burt Gamble Store
Clinton.....Goodyear Service Store
Council Bluffs.....Goodyear Service Store
Home Furniture
Peoples
Davenport.....Goodyear Service Store
Wilson's TV & Appliance
(2 stores)
Denison.....Western Auto Store
Des Moines.....Goodyear Service Store
Pidgeon's Farm & Home Store
Pidgeon's Home Furniture
Pidgeon's Shopping Center
Stenk's Furniture
Dubuque.....Goodyear
Fort Dodge.....Goodyear Service Store
Zaiser's
Indianola.....Usher Electric
Iowa City.....Goodyear Service Store
Keokuk.....Keokuk Radio & TV
Mason City.....Goodyear Service Store
Oelwein.....Kirkwood Appliance & TV
Sioux City.....Goodyear Service Store
Wilson's Appliance (2 stores)
Younker Stores (2 stores)
Waterloo.....Home Appliance Center
Webster City.....Goodyear Service Store

KANSAS

Baxter Springs.....Giambles Store
Buhler.....Friesen Jewelry
Chanute.....Home Appliance
Clay Center.....Wilhelm Electric
Coffeyville.....J. & M Appliance Center
Colby.....Pearson Appliance Co.
Emporia.....B & C Radio & TV
Goodland.....Tom Kiel, Inc.
Hays.....Trauba Post
Hutchinson.....Crupper's Furn. & Appl.
Independence.....Judy Johnson Appliance
Junction City.....Nobson Furniture
Kansas City.....Jack Burton
Lamont Furn.
Nimro-Sherry Music Center
Lawrence.....General Appliance
Leavenworth.....Dougherty & Son
Lindsborg.....Nash's Complete Store
McPherson.....Crabb's Town & Country
Manhattan.....Bill Snyder
Marion.....Marion Hdware.
Mission.....Macy's
Wilson Drake
Newton.....Bitt's Appliance
Ottawa.....White Furn.
Pretty.....Rennik Appliance
Topeka.....Capper Furn.
Wichita.....Dobler Sieve TV & Appl.
Electric Home
Hubbard's Firestone
Maus Supply Co.

MINNESOTA

Austin.....Goodyear Service Store
Bemidji.....Naylor Electric Co.
Carlton.....Carlton Appliance
Chisholm.....Bonsal Electric
Duluth.....Goodman's, Inc. (2 stores)
Goodyear Service Store

MINNESOTA—continued

East Grand Forks.....Dixon Electric
Elmore.....Leonard E. Gould
Hoskins.....Schaefer-Gernbacher Appliance
Howard Lake.....Howard Lake Home Co.
Lake City.....Lake City Appliance
Mankato.....DeGroot's Appliance
Marshall.....Wetherbee's Ace Hardware
Minneapolis.....Bell Aires, Ltd.
Goodyear Service Stores
(All 3 stores)
Hannan's Appliance
(2 Stores)
The Shaefer Co.
Moorhead.....Arvid Boreon Supply Co.
Rochester.....General Appliance & TV, Inc.
St. Cloud.....Sander's Fandel's
St. Paul.....The Emporium
Goodyear Service Store
Hawkins' Furniture & Appliance
Hoeft Electric Co.
St. Paul Hdwe. & Furnishing Co.
Waukon's Appliance
St. Paul Park.....Belden Hardware Co.
Stillwater.....Simonet Furniture & Carpet
Virginia.....Goldstein's
Wayzata.....Mercer's Electric
Winona.....B & B Electric
Worthington.....D. Den Electric

MISSOURI

Anderson.....L. L. Barnes Appliance
Belton.....Carson Grizas
Bonneville.....Hawk's Appliance
Brookfield.....Gowon Furniture
Butler.....LeVeen's Appliance
Carrollton.....Ward Electric
Columbia.....Bass Furniture
Columbia.....Don L. Small
Denver.....F. C. Grau Furniture
Edina.....Wright Tire & Appl.
Florissant.....Fleck's Appliance Center
Fulton.....Fulton Implement Co.
Hannibal.....Leon's Appliance
Harrisonville.....Bailey Electric
Hunnewille.....Bailey Sales & Service
Independence.....Ballard-Collins TV
Murrin Furniture, Inc.
Jefferson City.....Herb Gordon Appl. Co.
Joplin.....Jim Thomas Store
Kansas City.....Jack Bolina
Jack Woodward
Macy's
Rainer Furniture
Tom's Appliance
United Appliance
North Kansas City.....Jack Spring
Kirksville.....Wright Tire & Appl.
Kirkwood.....Bauhaus TV & Radio
Macon.....Jim Jorgans
Memphis.....Memphis TV & Elec.
Moberly.....Busby TV & Appl.
Mountain Grove.....The Discount House
Richmond.....Jones Furniture
Rolla.....Lodson Sales & Service
St. Joseph.....Theresa's Appliances
St. Joseph.....Tri-States
St. Louis.....Acme Appliances
Bell Aires, Ltd.
Boderman Furniture Co.
Carson, Pirie, Scott Co.
Famous Barr Co.
Goodyear Service Stores
Grand Park Appliances
Hampton Electric Co.
Household Appl. & Furn. Co.
Ladue Furniture
Walter Murphy Appliance Co.
So. Kansas.....Duke Clothing & Furn.
Springfield.....Clark & Miller, Inc.

MISSOURI—continued

Trenton.....Gipson Furniture
Union.....Yoon's, Inc.
Utica.....Utica Market
Warrensville.....R. Weber and Sons
Webster Groves.....Brinson Appliance
West Alton...Saale Brothers Appl. and Mat.

NEBRASKA

Blair.....Miller-Rolland
Cereco.....Ernie's Store
Crete.....J. J. Buck Company
Fremont.....Goodyear Service Store
Grand Island.....The Crow Company
Miller's GE Appliances
Hastines.....Gene Radio Electric
Lincoln.....Bud's Electric
Cobleigh Electric
Goodyear Service Store
Loup City.....Welty TV & Furniture
Nebraska City.....Knoll Radio & TV
Omaha.....Capps's
Goodyear Service Store
Nebraska Furniture Mart
South Omaha Goodyear Service Store
Sol Lewis Co.
Papillion.....Glesmann Implemeat Co.

NORTH DAKOTA

Bismarck.....Brasten Appliance Co.
Edmore.....Mack's, Inc.
Farso.....Powers' Electric Appliance
Grand Forks.....Lemmon Sales
Jamestown.....Melland's, Inc.
Minot.....Bezzenberger Sales
Williston.....Gardner Electric

SOUTH DAKOTA

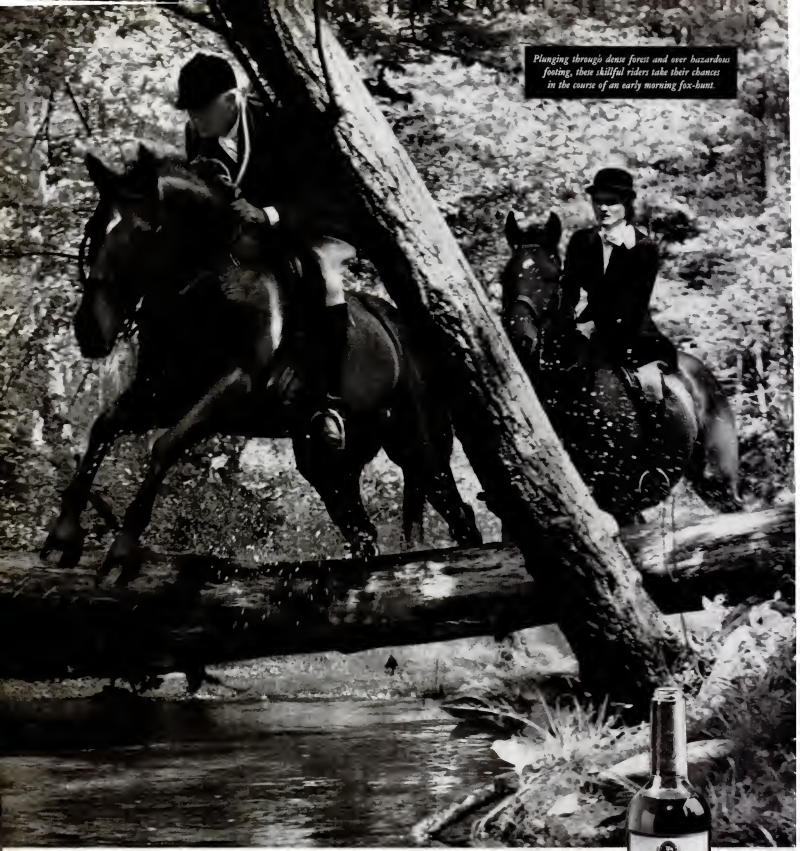
Mitchell.....Berg Appliance
Rapid City.....Rapid Furniture & Appliance
Sioux Falls.....Electric Construction Co.
Midwest TV & Appliance

Watertown.....Baxter Hardware

WISCONSIN

Appleton.....H. C. Pranze Co.
Ashland.....East Side Radio & TV
Beaver Dam.....Schmidt's
Boscobel.....Reed's Appliance
Eau Claire.....G & E Sales
Fond du Lac.....Culver's Appliance Co.
Green Bay.....Leader Furn. & Appl.
Parquet's TV-Appliances
H. C. Pranze Co.
Hales Corners.....Ritzman Appliance Co.
Janesville.....Bert Cole
Beyer Refrigeration
Jefferson.....Felton Electric
Kiel.....Household Utilities
LaCrosse.....Wettstein & Sons
Madison.....Benson TV Service
Madison Gas & Electric
Manitowoc.....Reed's Appliance
Marion.....Marion Radio & Appliances
Marshfield.....Thomas Electric Service, Inc.
Menasha.....Draska Electric
Merrill.....Grunert's Appliance Annex
Milwaukee.....Bachmann's
Frenchi Appliance & Supply
Icke Brothers Radio Co.
King Stores, Inc.
Temmer's TV Sales & Service
New London.....TV Appliance Center, Inc.
Oshkosh.....Cook & Brown Lines Co.
Port Washington.....Cook & Brown Lines
Racine.....Lathrop Hardware, Inc.
Sheboygan.....H. C. Pranze Co.
Stevens Point.....Bonson Furniture
Two Rivers.....Cullinan & Schumacher, Inc.
Waukesha.....Venzke Brothers
Wausau.....Honk Hardware Co.
Wisconsin Rapids.....Daly Music & Appl. Co.

Copy of 1958 Electronics



Plunging through dense forest and over hazardous footing, these skillful riders take their chances in the course of an early morning fox-hunt.

It's great to take chances but not on your bourbon

Insist on Walker's DeLuxe.
Unconditionally elegant. Matured to the exact moment of mellow perfection.

Walker's DeLuxe is 8 years old STRAIGHT BOURBON WHISKEY • 86.8 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILL.

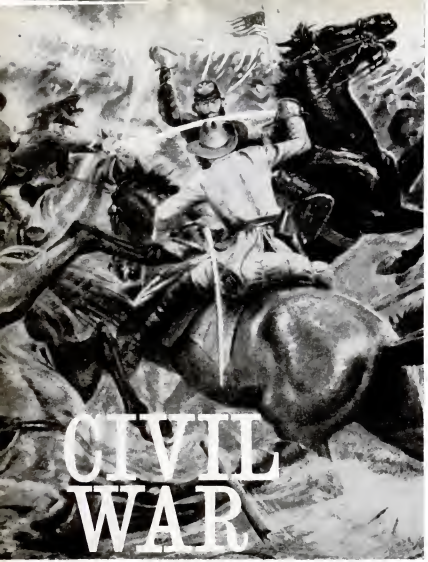
Monumental Moving Job

Transplanting the Middle Ages to the 20th Century can tax the best of today's know-how. When the Metropolitan Museum undertook to move an 800-year-old apse from a hilltop in Spain to a hilltop in New York City, the job required three years and enlisted both the ingenuity of modern engineering and the techniques of medieval masons.

Before the apse was removed from the abandoned Church of San Martin in Fuentidueña, north of Madrid, countless measurements were made and each of the 3,300 stones was numbered (*above*). Shipped to the Met's medieval museum, The Cloisters, in 839 crates, the apse was carefully fitted back together, even to the point of preserving its out-of-plumb lines. Today it looks as if it had always belonged to The Cloisters. But it is technically only on loan from the Spanish government. The Met, however, has lent Spain six notable Romanesque frescoes (*next page*) and it is unlikely that either party will call the loan.

CONTINUED

Reconstructed at Cloisters (*right*) just as it was in Fuentidueña, apse is adorned with 12th Century fresco owned by Cloisters.



CIVIL WAR BATTLES

A SPECIALLY PREPARED 48-page booklet "Great Battles of the Civil War," is now available to LIFE readers as a permanent reference work. It includes all of the full-color paintings from the first three instalments in the series that appeared in LIFE, plus selections from the remaining chapters—and a four-color auto tour map of the battlefields. In addition there are 12 new battle maps in color and an expansion of LIFE's military history of the war with four new chapters of text. To obtain your copy, send $1 in check or money order, with your name and address, to

LIFE Civil War Booklet, P. O. Box 6000, Radio City Station, New York 19, New York

A fair trade of olden beasts

A club-footed elephant carrying a castle on its back enlivens one of the frescoes sent to Spain. They originally decorated walls of the Church of San Baudelio de Berlanga northeast of Madrid.

A limestone capital from a column of Fuentidueña apse displays lions entangled in vines. A plaster cast was made for exterior of the apse so this fine sculpture could be preserved inside Cloisters.

A flat-footed bear painted in the 12th Century ornaments another of the Spanish frescoes which the Metropolitan Museum bought from a U.S. dealer expressly to lend to the Spanish government.

LEFT TO RIGHT: SMIRNOFF VODKA ON THE ROCKS, SMIRNOFF SCREWDRIVER, SMIRNOFF SOUR, SMIRNOFF MARTINI, SMIRNOFF COLLINS, SMIRNOFF BLOODY MARY, SMIRNOFF MOSCOW MULE, SMIRNOFF GIMLET

TAKE A HOLIDAY FROM EVERYDAY DRINKS! Get away for a change. Explore the wonderful world of Smirnoff® where everything that touches your lips is breathlessly different and delicious. Discover the new heights orange juice reaches in a Screwdriver. Enjoy a Smirnoff Vodka Gimlet, a Smirnoff Sour or Martini. Millions of Americans have learned it's smart to enjoy Smirnoff *in more ways than one!*

it leaves you breathless

Smirnoff®
THE GREATEST NAME IN VODKA

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Put your car on tires of Butyl Rubber

The moment you start to move on these marvelous tires — you can feel a new sense of security in driving that you never experienced with any other tire. Because these premium tires made of Butyl rubber are the quietest riding, safest, most comfortable tires on the road. Yet Butyl tires — with all these exclusive features — are generally priced lower than many premium tires. Why settle for less?

Major tire marketers such as FIRESTONE, GENERAL, GOODYEAR, HUMBLE OIL, PURE OIL and U. S. RUBBER are now bringing you tires made of this advanced material. Manufacturers of these tires combine BUTYL with their individual tire building "know-how" to bring you tires unlike any you've ever known.

Tires of BUTYL give you safer, faster stops on even the roughest roads, wet or dry. At 60 miles per hour, test cars equipped with BUTYL tires stopped 30% sooner.

for the safest ride of your life!

Tires made from BUTYL grip the road so well —you get the safest, quietest ride known. Even on sharpest curves, there's no trace of the squeal that denotes tire-skidding.

Unlike ordinary tires that bounce high when they hit bumps — BUTYL tires virtually "flow" over the roughest spots. You go more comfortably . . . arrive more rested.

ENJAY CHEMICAL COMPANY
A DIVISION OF HUMBLE OIL & REFINING COMPANY

BUTYL
TRADEMARK

Seems to shine even in the dark...

Your gray hair can shine like silver,
so silky, shimmery, glowing, gleaming, glimmering

New! Silk & Silver* Hair Color Lotion

Washes in new silvery beauty as it washes out yellow!
Hairdressers love the magic of it...the way mousey gray
turns into glorious, self-confident gray-in minutes.
Just once-a-month does it! There's nothing else like it.
Won't brush off, won't rub off or come off on pillow, towel, collar,
or him! Try it, your family will be so proud!-from Clairol® of course.

6 WONDERFULLY NATURAL-LOOKING GRAY SHADES: SILVERY WHITE • SILVERY PLATINUM*• SILVERY MIST*• SILVERY PEARL*• SILVERY SLATE*• SILVERY SMOKE*

*Trademark ©1961 Clairol Incorporated, Stamford, Conn.

Trying out a space seat, Thomas Sepp, 6, perches proudly on land-bound lap of a model Mercury Astronaut. Exhibit's five Mercury displays—like this one of NASA's—were huge child-pleasers.

KIDS STEAL A SPACE SHOW

There were dummy Astronauts to perch on and model moonships to fly, and, for young space fry in New York last week, it was almost as good as being on the moon yourself. The occasion was the annual meeting of the American Rocket Society, an association of engineers, scientists and laymen who share a common interest in rockets and what rockets can shoot up. This year the society decided to make its meeting public, and sponsored a vast exhibition in New York's Coliseum where government agencies and manufacturers could show off their space hardware. The children elbowed aside the engineers and the exhibitors and gave the hardware some arduous testing on the ground. While the kids peered at and through the exhibits, the adults retreated to more sober sessions (*p. 103*) to hear how the U.S. was making out in its space efforts. And outside, in the plaza in front of the Coliseum, there sprouted an accidental juxtaposition (*next page*) guaranteed to countdown a guffaw from any hardened rocketeer, young or old.

CONTINUED 98A

Twin shafts, a Redstone rocket carrying Mercury capsule and the Columbus monument, rise outside Coliseum exhibition in repose (*right*) and in artist's conception of a launch gone awry (*below*).

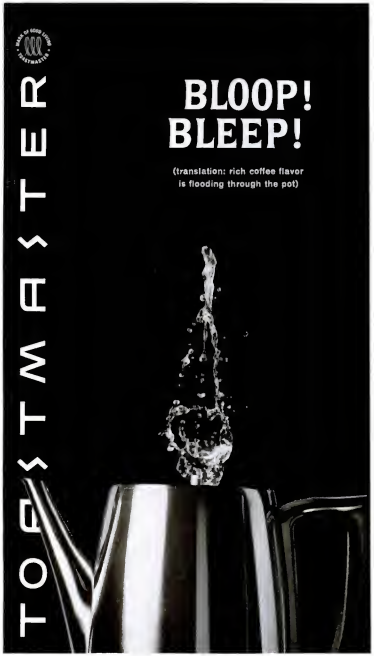
A WRONG ROCKET'S LOONY LAUNCH

Like any boosters proud of their products, the members of the rocket society decided that a full-sized meeting could never get off the ground without at least one full-sized rocket to promote it. So they decided to erect a Redstone in New York's Columbus Circle. They had immediate and expectable troubles with city officials, who had to be convinced that the rocket wouldn't block traffic or bend beams in the subway. But then they also caused an unexpected joke. The long, skinny, streamlined space explorer's missile soared right beside a long, skinny if unstreamlined monument to an earlier explorer, Columbus. And on Columbus Day the Aerojet-General Corporation, with an engineer's wry eye, saw fit to call attention to the proximity. Aerojet published a retouched photograph showing Columbus at the lift-off (*below*), captioned "My Gawd, they pushed the wrong button!"

See that tip? It's flexible! It's built on a great White Owl!

What a neat and convenient way of smoking! The tip is new, but the cigar is the famous White Owl. The heart of this White Owl is aged 3½ years for exceptional mildness. Let the new **White Owl Tips** extend your smoking pleasure. **Only 10¢ each, 5 for 49¢**

Another fine product of General Cigar



NEW NEW TOASTMASTER Stainless Steel Automatic Coffee Maker

Listen! You can hear flavor being coaxed from the coffee. Rich flavor. Full flavor. More flavor than you'd expect. All thanks to a unique brewing system. ✧ See how vigorously the water spews up. It splashes against the Flavor Dome in the lid, cooling slightly before hitting the coffee. Then a slow-flow basket steeps the grounds in water, extracting *more* flavor and aroma for you. ✧ This beautiful coffee maker is made of stainless steel, inside and out. That's Toastmaster quality!

- *Makes 4 to 12 cups at a time*
- *Convenient cup markings inside*
- *Keep-warm heating element*
- *In stainless steel, $27.95**

*Recommended Retail Price

Quality is a Toastmaster tradition

Guaranteed by Good Housekeeping

TOASTMASTER®

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TOASTMASTER DIVISION McGRAW-EDISON COMPANY

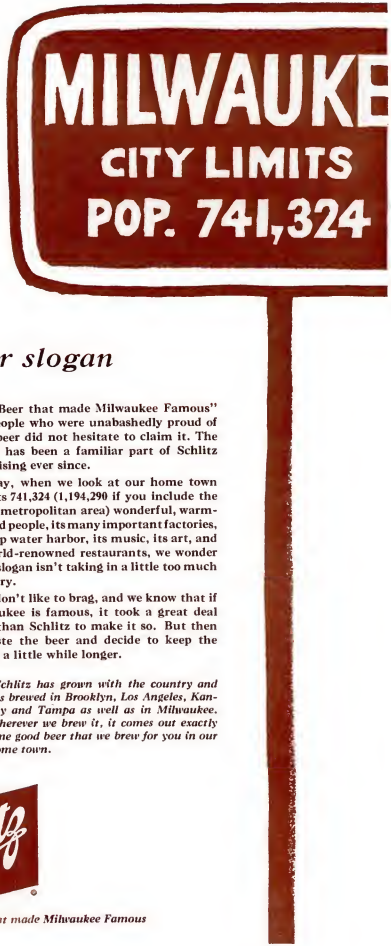
TOASTERS • FRY PANS • COFFEE MAKERS • BLENDERS • IRONS • MIXERS • CAN OPENERS
WAFFLE BAKERS • HEATERS • HOME BARBER SETS

Pondering weightlessness, solemn visitor looks through blob of water suspended in oil to study effect of orbital flight on rocket fuels.

Perplexed by piloting, Marianne Sangesland, 3, tries to fly simulated space vehicle which rolls, pitches and confuses just like real one.

CONTINUED

Our home town



—*and how it got into our slogan*

As far as we know, "The Beer that made Milwaukee Famous" is the only well-known slogan that features the advertiser's home town.

It's been appearing in Schlitz advertising since shortly after Mrs. O'Leary's cow kicked over the lantern and started the Chicago fire.

As a matter of fact, that's really how the slogan began.

After the great fire Chicago was desperately short of water. Whether moved by charity or enterprise, the Jos. Schlitz Brewing Co. of Milwaukee, at that time a small but rising city, sent a ship loaded with beer to its parched southern neighbor.

The thirsty citizens of Chicago fell upon the Schlitz with understandable pleasure. The fire cooled and the water supply was restored, but as Chicago began to rebuild, people remembered that wonderful beer from Milwaukee, talked about it, and wondered where they could get more.

Schlitz had literally made Milwaukee beer famous far outside the city limits of Milwaukee. This made it but a small step to "The Beer that made Milwaukee Famous" and people who were unabashedly proud of their beer did not hesitate to claim it. The slogan has been a familiar part of Schlitz advertising ever since.

Today, when we look at our home town with its 741,324 (1,194,290 if you include the entire metropolitan area) wonderful, warm-hearted people, its many important factories, its deep water harbor, its music, its art, and its world-renowned restaurants, we wonder if the slogan isn't taking in a little too much territory.

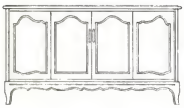
We don't like to brag, and we know that if Milwaukee is famous, it took a great deal more than Schlitz to make it so. But then we taste the beer and decide to keep the slogan a little while longer.

P.S. Schlitz has grown with the country and today is brewed in Brooklyn, Los Angeles, Kansas City and Tampa as well as in Milwaukee. But, wherever we brew it, it comes out exactly the same good beer that we brew for you in our own home town.

Schlitz®

The Beer that made Milwaukee Famous

©1961 Jos. Schlitz Brewing Co., Milwaukee, Wis., Brooklyn, N. Y., Los Angeles, Cal., Kansas City, Mo., Tampa, Fla.



A masterpiece of precision quality fashioned in the finest furniture

So new, so complete, this 1962 Admiral home entertainment center will even receive the exciting new FM stereo-radio broadcasts!

Now Admiral brings you all its latest advances in 23" (overall diagonal†) TV, stereo hi-fi and FM/AM radio in one decorator cabinet. Even provision for the new FM radio broadcasts in true stereophonic sound.*

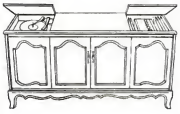
Engineered for unmatched performance and long life, Admiral circuitry is held to a precision of *two and one-half thousandths of an inch and finer!* In TV, this Admiral Quality approach brings you such exclusive new features as a miracle Compactron☆ tube for peak fringe-area reception and picture stability. In stereo, it brings you Admiral's famous "Phantom 3rd Channel"... you hear music not only from the left and right, but also in the center. You are surrounded by moving, dimensional sound! In radio, it brings you rich, drift-free FM plus long-range AM reception.

This is Admiral Quality—*precision quality*—offered now in a Masterpiece Collection of fine furniture.

MARK OF QUALITY THROUGHOUT THE WORLD

ADMIRAL

THE BRITTANY, *Model STF389—23" TV, Stereo Hi-Fi, FM/AM and FM/Stereo Radio in genuine cherrywood veneers and solids.*



Three precision quality instruments in one decorator cabinet

New 4-speed phono with exclusive Precision Level indicator—assures accurate tone-arm tracking and longer record life! Automatic phono plays both stereo and monaural records with new depth and dimension. New featherweight tone arm. Diamond and sapphire stylii. Powerful multi-channel amplifiers. Four speakers.

Stereo FM reception plus AM radio—Especially engineered Admiral sound system has new *all-transistor* Multiplexer...faithfully reproduces the exciting new stereo FM broadcasts. True studio-sound realism right in your home! New precision Audio Control Center permits infinite adjustment of tone, balance and loudness...includes AM/FM slide-rule tuning and AFC for drift-free FM.

New Admiral movie-square 23" TV—Famous Admiral transformer-powered SP23 horizontal chassis delivers 23,000 volts of picture power. New long-range turret tuner. Exclusive Automatic Picture Contrast Restoration for sharpest blacks and truest whites. Precision Electron Focus Control provides *lasting* edge-to-edge picture sharpness.

† 21" DIAGONAL DIAGONAL, 70 SQ. IN. VIEWABLE AREA
© TM OF MANUFACTURER
* MULTIPLEX ACCESSORY, OPTIONAL EXTRA

Hermann Oberth (*left*), early pioneer of rocketry in Germany, attends evening session of meeting. He received ovation when introduced.

SOME SOBER WORDS ON WHAT'S NEXT

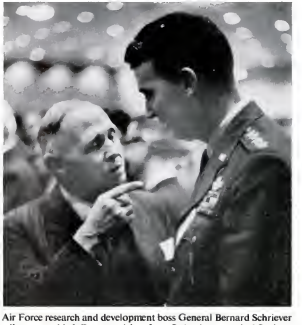
In their regular sessions during the week-long meeting, the rocket society's members heard virtually every big name in America's rocketry tell what to look for in the next stages of the accelerating space program in the U.S.—and in Russia. Some things they heard:

▸ Our forthcoming efforts to put a man on the moon will commence with unmanned vehicles exploring the lunar surface, starting in 1962. They will be followed by a three-man capsule hopefully scheduled to go around the moon about 1965 and to land there about 1968.

▸ An ingenious plan for assembling the three-man moon vehicle in space may eliminate the need for the giant rockets it would take to get the moonship off the ground in one piece. If feasible, this scheme could accelerate the moon program as much as two years.

▸ The Air Force plans to speed construction of the Dyna-Soar, a military vehicle launched by rocket which can orbit or skip in and out of the atmosphere like a glider, and land like a conventional airplane.

▸ Experts think that Russia—recent doubters to the contrary—had not faked the Gagarin and Titov flights. They also think the Reds will soon come up with another flamboyant space shot, perhaps the orbiting of a three-man or two-man-and-one-woman capsule to coincide with this week's meeting of the all-party congress in Moscow.



Air Force research and development boss General Bernard Schriever talks space with J. Eugster, visitor from Swiss Astronomical Society.

HOW LONG HAS IT BEEN

SINCE YOU'VE HAD A CUP OF **REAL** COCOA ?

Aren't you tired of warmed-up kid's stuff? Nestlé's EverReady® is the only instant cocoa with whole milk and sugar already in it – for real, old-fashioned hot chocolate flavor, with just hot water! Have a real cup of cocoa—instantly! Get Nestlé's deluxe cocoa in the bright red package!

NESTLÉ'S makes the very best chocolate!

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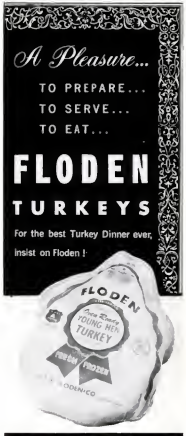


LOOK FOR THE BLUE & GOLD LABEL

F. H. FLODEN & CO., MODESTO, CALIF.

"OUR ELECTRIC WATER HEATER NEEDS NO FLUE, because it's flameless," Mr. Lewis says. "So we have it in the garage right next to the bath and laundry. And we always have hot water to spare."

"FLAMELESS ELECTRIC CLOTHES DRYING needs no vent, because there's no combustion," says Mrs. Lewis. "So it installs anywhere. And I can control the dryness to suit each kind of fabric."

"LOOK HOW CLEAN FLAMELESS ELECTRIC HEATING IS," says Mrs. Lewis. "Even these pastel colors are practical. And air conditioning's a blessing on humid days," she adds as Wanda Sue, Stanley and Mr. Lewis relax together.

"COOKING IS CLEAN WITH FLAMELESS ELECTRICITY," says Mrs. Lewis. "I've never had to clean fuel grime off my cabinets or windows. And I like the coolness of electric cooking in the summer."

FULL HOUSEPOWER WIRING provides convenient outlets on the porch for family suppers. "We have plenty of circuits and switches all over the house. And all our appliances get enough power to run efficiently," Mrs. Lewis says.

EVERY TOTAL ELECTRIC HOME displays this Gold Medallion. Equipped with flameless electric house heating and appliances, full Housepower wiring and light for living, this home cannot be outmoded.

"Our flameless electric heating and cooling system is unbelievably clean and comfortable all year 'round"

Read the story of the Edgar Lewis family, of Hampton, Virginia, one of more than a million American families now enjoying the clean comfort that flameless electric house heating provides in a total electric Gold Medallion Home

All over America more and more families like the Edgar Lewises are proudly enjoying the comfort advantages of total electric living.

With total electric living all year long the whole family is comfortable as never before. Their flameless electric house heating and cooling system keeps temperature and humidity under accurate control winter and summer. And the Lewises are especially happy with the evenness and freedom from drafts that their heating and air conditioning system provides.

And because their house heating is flameless, they have no fuel grime to clean from draperies, windows, walls and upholstery. Pastel colors are now practical. And the need for redecorating is far less frequent.

As parents, they also appreciate the comfortable knowledge that the family's electric house heating, cooking, water heating, clothes drying and all other appliances are flameless.

Bringing the cleanliness, comfort and new convenience of modern total electric living to your family may cost a lot less than you think. Why not find out? If you're planning to modernize, build or buy a home, talk it over with the people at your local electric utility company soon.

YOU LIVE BETTER ELECTRICALLY

Edison Electric Institute, 750 Third Avenue, New York 17

Not surprising if the young ladies at right look familiar to you. They're the famous "Lennon Sisters" seen and heard by millions on the Lawrence Welk Show, ABC-TV.

"We had 11 good reasons for buying a Maytag"

"And they ranged from a 10-month-old baby boy to a full-grown daughter," says Mrs. William Lennon, of Venice, Calif. "That's why I had to have an automatic washer that I could count on to do four or five loads a day, seven days a week.

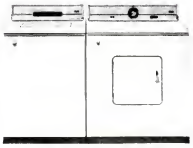
"My first Maytag Automatic was like that for 8 years and 10 children. When I traded it in to get all the new features, naturally I picked a Maytag. Now, 2 years and 1 child later, I say that Maytag still makes washers like they used to. Not a single service problem on the automatic."

That's one case. Maytag has built more than 13,000,000 washers and dryers since 1907 with an outstanding record for dependability.

So, if you've got one, two, or eleven good reasons for needing an automatic you can depend on, be practical. Pick the automatic that can do a day's work every day. Ask any Maytag owner which one that is.

And right along with Maytag dependability, you get all these new features: An Automatic Bleach Dispenser that ends bleaching mistakes, a Lint-Filter Agitator that eliminates lint problems, an Automatic Water Level Control that saves gallons of water, a Safety Lid that stops action in seconds when opened, and a zinc-coated steel cabinet to protect against rust.

THE MAYTAG COMPANY, NEWTON, IOWA SOLD IN CANADA AND THROUGHOUT THE WORLD



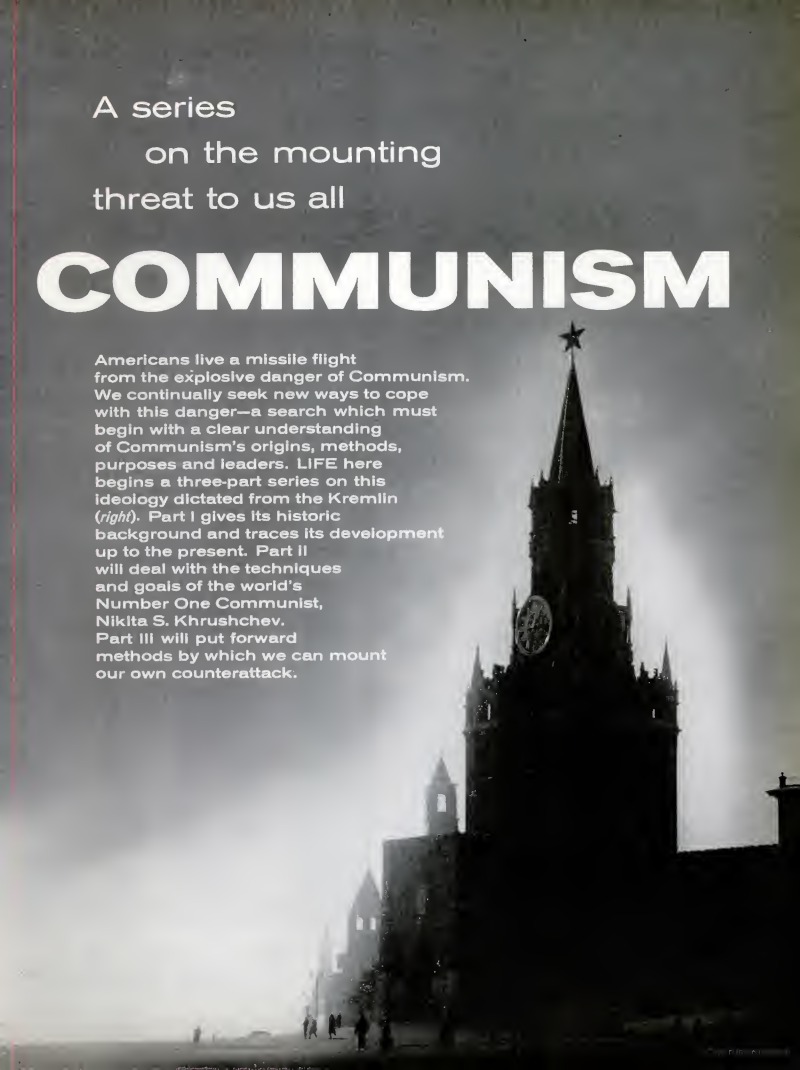
MAYTAG

the dependable automatics

A series
on the mounting
threat to us all

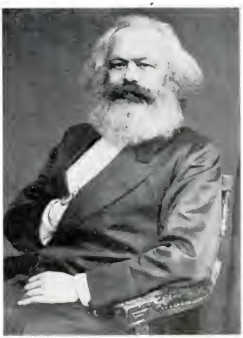
COMMUNISM

Americans live a missile flight from the explosive danger of Communism. We continually seek new ways to cope with this danger—a search which must begin with a clear understanding of Communism's origins, methods, purposes and leaders. LIFE here begins a three-part series on this ideology dictated from the Kremlin (*right*). Part I gives its historic background and traces its development up to the present. Part II will deal with the techniques and goals of the world's Number One Communist, Nikita S. Khrushchev. Part III will put forward methods by which we can mount our own counterattack.



An Open Plot to

The Leader. His face a mask of fanatical determination, Lenin harangues his Communist followers. A thinker, Lenin was also a man of action. Exiled from Russia, he returned in 1917, led Communists to victory in the Revolution.



The Prophet. Karl Marx, a dogmatic and cantankerous Prussian who lived most of his life in England, gave Communism its apocalyptic creed. Only with an armed uprising, he said, could workers overthrow the capitalist oppressors.

PART I

The Story of Marxism: Its Men, Its March

by John K. Jessup

There are only 36 million members of the Communist parties of the world, but they control the governments, lives and destinies of a billion people; and they have dead-serious designs on the other two thirds of the human race. Since the Communist movement got its first precarious hold on power 44 years ago in Russia, it has been gaining land and converts at a faster rate than any political or religious movement in history. So it would be foolish to bet that the Communists have no chance of achieving their plan and ruling the world—including the U.S.

The Communist goal has long been apparent to Americans. But in recent months one man, Nikita Sergeyevich Khrushchev, has clothed such tired phrases as "the Red Menace" and "the struggle for the world" with a brutal immediacy. He has used his H-bombs as an instrument of terror, both in verbal threats and in the series of explosions in Siberia with which he ended the long moratorium on nuclear tests. He has created a crisis over Berlin which, if he allows diplomacy to surmount it, will win him a crazy but bankable gratitude from a terrorized world. And he has given his fellow Communists, as they assemble for this month's Party Congress, a new set of orders, slogans and promises in which the confident flavor of victory has never been so strong. "In the short time I still have to live, I would like to see the day when the Communist flag flies over the whole world," said Khrushchev in July 1960. The passage of a mere 15 months has given these words a lot more weight than Americans granted them at the time.

What is this Communist doctrine which Khrushchev wants the whole world to accept? Does he really believe in it? How has it got so far so fast? And why and how should it be resisted? These are the questions which this series of articles will attempt to answer. These questions may be considered so rudimentary as to suggest a fifth: who needs this information? Aren't the answers well enough known?

Alas, no. Few Americans have any use for Communism, but they used to have more curiosity about it than in recent years. Some even had illusions, especially during the '30s and '40s. These were so thoroughly dispelled in the period of Stalin's last years ('46–'53) that their curiosity turned to blank negation; they decided, oversimply, that Communism was just a contemptible mask for Russian aggression.

There never has been a shortage of information on Communism. The Communists themselves have massively and publicly documented their course. They have secrets galore, but no mysteries. There is especially no mystery about the fact that Communism from its beginning has been deeply hostile to

CONTINUED

Rule the World

Russian troops turn their guns on the government, March 1917

The Revolution—How It Began

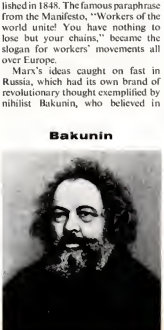
The stage for the Communist Revolution in Russia was set by World War I. Disastrously defeated by the Germans, Russian soldiers, ragged and hungry, deserted and straggled home. Their country was in chaos. On March 12, 1917, soldiers joined a rising of discontented workers in the capital, Petrograd (now Leningrad), and ended the centuries-long rule of the czars. Eight months later the revolt brought to power a fanatical Communist brotherhood, the Bolsheviks.

The ideology which propelled the Bolsheviks had its roots deep in the 19th Century, in the teachings of two Germans—Karl Marx and Friedrich Engels. Engels, who worked in a textile mill in England, was outraged at the sufferings of the English factory workers at the hands of callous industrialists. The sight of women and children, huddled in fetid slums, slaving for starvation wages, suffering harsh mistreatment, so stirred him that he collaborated with Marx to write the Communist Manifesto, published in 1848. The famous paraphrase from the Manifesto, "Workers of the world unite! You have nothing to lose but your chains," became the slogan for workers' movements all over Europe.

Marx's ideas caught on fast in Russia, which had its own brand of revolutionary thought exemplified by nihilist Bakunin, who believed in violence for violence's sake and had a vision of "the whole of Europe . . . transformed into an enormous rubbish heap." The Bolsheviks combined Marx's ideas with Bakunin's terrorism to create their own revolutionary creed.

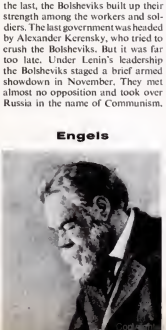
The Bolsheviks were caught completely by surprise by the March 1917 uprising. But during the following months, as one government followed another and each proved shakier than the last, the Bolsheviks built up their strength among the workers and soldiers. The last government was headed by Alexander Kerensky, who tried to crush the Bolsheviks. But it was far too late. Under Lenin's leadership the Bolsheviks staged a brief armed showdown in November. They met almost no opposition and took over Russia in the name of Communism.

Bakunin



Labor, 1840s

Engels



Kerensky *(below right)*

prevailing Western ways of life and grossly inecompatible with all our accepted standards of behavior. Yet the Western response to it has been, on the whole, spasmodic, tolerant, gullible, half-credulous, even indifferent.

There are several reasons for this reaction. It is diffieult for peaee-loving Westerners to think very long in Communist eategories, whieh are those of unremitting eonfliet. It is equally hard to take seriously the Communist vocabulary, a strange and ugly jargon whieh nevertheless eonveys speeial meanings to trained Marxists. Above all, few Westerners, suffused in the modern bath of good-natured toleranee and suspended judgment, are eapable of taking any politieal idea as seriously as the Communists take theirs. But just as the Christian idea and belief lay behind the Crusades, and the Freneh Revolution was sparked by the idea of rationalism, so the ideas of Marx, Engels and Lenin, who were able and original thinkers, have had the palpable eonsequenees (among others) of a multi-billion-dollar weapons system aimed from Moscow at every major nation of the West. The least we can do is take these ideas seriously, study their lingo and try to figure out what hit us before it is too late.

The story begins fittingly in Berlin, where a prodigious young university student named Karl Marx, having ("while out of sorts") read the reigning German philosopher, Hegel, from beginning to end, joined a club of young Hegelians in 1837 and began to argue with them. His quarrel was with Hegel's idea that Spirit is Absolute. Marx preferred to believe that Matter is Absolute. He did accept another of Hegel's ideas whieh, in faet, was even more mystieal. This was a new kind of logie ealled "the dialeetie."

The dialeetie elaims to be dynamie instead of statie, and thus to illuminate the long-term laws of nature's and history's most obvious eonstant: ehange. Forces in motion, said Hegel, go by eontraries. A thesis (any thesis) gives birth to its own antithesis; the struggle to resolve this contradiction produees a synthesis, whieh itself beeomes a thesis, produeing its antithesis; another struggle follows, and so on ad infinitum. This, Hegel alleged, is the "dialeetieal" pattern of all human progress. To this day Marxists believe that all history is progress and that progress is dialeetieal.

While Marx was testing applieations of this new tool of thought in Berlin, another young Rhinelander named Friedrieh Engels was breaking into journalism with an anonymous deseription of his home town, Barmen-Elberfeld. The textile faetories, he wrote, were purpling the once-clean River Wupper. In plaee of the vigorous villagers of old, singing their folk songs and drinking Rhine wine, the mill workers were getting drunk in the taverns every night on eheap Prussian brandy, singing smut and fighting eaeh other till elosing time. Engels blamed this deplorable ehange, whieh he found all over Germany, on factory eonditions that deprived the workers of health and hope. His father owned one of these faetories, as well as others in England, and the young journalist was to spend a good part of his life in the textile business. Dapper, warm-hearted and life-loving, Engels played the role of a kind of King Cophetua, earning managerial profits by day and spending his evenings either helping socialism or socializing with the help (he found his mistress of 20 years, Mary Burns, within his own Manehester work force).

His first book, *The Condition of the Working Class in England in 1844*, enlarged on his thesis that the "wealth of nations" made most people poor. That year, while passing through Paris, he looked up Karl Marx, who he knew shared his interest in socialism. They talked for 10 days, launehing a collaboration that lasted nearly 40 years. For two such different temperaments, it was a remarkably harmonious friendship. As Edmund Wilson has remarked, it "must have eost a man as amiable as Engels a considerable conscious effort to keep up with Marx's relentless misanthropy." Marx's powerful mind was the magnet; but whatever of human warmth (or of real faets about the working class) went into Marx's books, he got from Engels.

A fateful flaw in Marx's logic

Socialism" was a word of power in 19th Century Europe beeause the industrial revolution struek that unlueky continent before democraey did. Not until after 1890 did workingmen win the vote in Belgium and Sweden, for example, and then only by means of Soeialist-led general strikes. The soeialist eause, in the 1840s, carried the torch not only for the new faetory-working elass but for basie human political rights and eivil liberties, whieh Americans had won 60 years before.

Along with soeialism, the 19th Century's dominant preoccupation was seience. It inevitably oeeurred to Marx that if soeialism could be made scientific, it would be irresistible. Marx was not a scientist. (He was, said Engels at his grave, "before all else a revolutionist.") But his faith in Absolute Matter sold him (and all Marxists since) on a fateful and faulty syllogism: *natural science deals with material things; all human history and culture can be explained in material terms. So—presto!—history and culture also can be classified as a natural science.*

Marx thus proceeded to pioneer use of scientific jargon for these fields. He thought of himself as the Darwin of the soeial sciences, and sought permission to dedieate *Das Kapital* to Darwin (who made an evasive reply). What Marx really ereated, however, was not a scienee but a powerful working philosophy and guide to soeial aetion. He and Engels had worked out their system's main features by the time they wrote the Communist Manifesto (in 1848). They spent the rest of their lives refining, elaborating and promoting that system. In terms of philosophy and economies, the following are the Manifesto's main points:

Man enters history, Marx argued, as an appetite and a worker; and these primary funetions, especially the way he produees what he needs to live, determine all his other behavior patterns as well as his ideas. Whether human knowledge is objeetively true or not "is not a question of theory but is a praetical question," to be tested only in aetion. Philosophers merely waste time if they try to *explain* the world; true ideas are those that sueeessfully *ehange* it. Thus Communism will prove its truth by its sueeess.

Pictures follow—
Text continues
on page 120

After the Take-over, a Battle

Lenin's Partner. In 1919 a crowd in Moscow's Red Square was exhorted by a man who then loomed almost as large as Lenin in the Russian upheaval: Leon Trotsky. Exiled for anti-czarist activities, Trotsky returned in 1917 and became Lenin's right-hand man. A brilliant theorizer, he also proved a skillful organizer and military man. He built up the Red army that smashed the White Russians during the civil war. When Lenin died in 1924, Trotsky was a strong contender to succeed him. But Stalin outmaneuvered him, exiled him, had him murdered in Mexico in 1940.

Terror Chief. F. Dzerzhinsky headed Cheka, secret police which Reds used to terrorize Russians into obedience.

to Survive

Atrocities. In civil war White (czarist) Russians, helped by Czechs, British, Japanese, fought the Red army. Czechs took the propaganda picture below as evidence of Red brutality.

U.S. Intervention. In 1918 U.S. troops landed in Russia at Archangel to protect U.S. supplies from German capture. They soon clashed with Reds who never forgot U.S. attack on Mother Russia.

U.S. Aid. Herbert Hoover, who directed U.S. relief, sent nearly a million tons of food and supplies to Russia during 1921 famine. U.S. aid was played down by the Reds but earned gratitude of peasants.

Lenin's Heirs. Lenin died in 1924 and at his funeral top Reds carried his casket. They are (*from left*) Stalin, Kamenev, Tomsky, Molotov (*rear, fifth from left*), Kalinin (*front, right*), Bukharin. Trotsky was ill and absent. Kalinin died in 1946. Tomsky killed himself in 1936. Molotov is Russia's representative to International Atomic Energy Agency. Kamenev and Bukharin were executed by Stalin.

Collectivization. Forced by devastation and famine, the Reds during the '20s allowed private enterprise to raise its head for a while. A class of well-to-do farmers called Kulaks came into being. But in 1928 Stalin began to suppress the Kulaks and herded peasants onto state-managed collective farms (*above*). This set the pattern of collectivization which, enormously expanded, is still in effect in U.S.S.R. today.

CONTINUED

Spain 1936. After the Spanish Civil War broke out, the Russians intervened on the side of Loyalist forces, countering Fascist aid to Franco. Communists sold weapons to Loyalists, recruited volunteers, like U.S. Abraham Lincoln brigade (*above*). They put Communist interest above all others.

Germany 1940. To prepare for war, Stalin in 1939 signed Nazi-Soviet pact; Hitler attacked Poland and World War II began. Despite Molotov's efforts (*above, with Hitler*) to save pact, Germans invaded Russia in 1941. After Nazi defeat in 1945, Reds added eastern Europe to their empire.

Exports from Russia: Subversion and Riots

Italy 1945. In Italy, Reds tried to seize power with demonstrations like this one beside Rome's Colosseum. They failed, but Italy still has West Europe's largest Communist party.

France 1948. Where Communists could not immediately take over, they tried to disrupt governments by strikes, sabotage. Here police break up Red demonstration in Paris.

Copyrighted material

Czechoslovakia 1946. After the war the Russians moved to extend their grasp on war-torn Europe, using the Communist specialty of internal subversion instead of military conquest. The technique is shown in Czechoslovakia, where after the war a number of Communists were appointed to posts in the coalition government. Reds secured key spots in trade unions, army and police. In 1948 they armed workers (*above*), seized radio stations and newspapers to quell resistance. Then they forced President Benes to form a new all-Communist cabinet and took over the country.

CONTINUED

Weapons: Power, Propaganda

Brutal Reality. Stiffly seated during a May Day parade, these well-disciplined Russian soldiers represent the real force behind Communism. It is not Communist ideals but the Russian army that crushed the revolt in Hungary in 1956, that shores up the puppet regime in East Germany. And now, with its nuclear weapons, Russia tries to force its will on the rest of the world.

Benign Myth. The mask of Communist power is its propaganda. This is how the Soviet myth portrays Lenin—benignly leading his people, as shown in Russian painting of Revolution,

CONTINUED

A Fiery Uprising Glorified

A spectacular example of the way the Communists use realistic display for propaganda is this melodramatic diorama, one of the popular sights in Moscow, glorifying the abortive revolution in

1905. Against a nightmarish background of burning workers' homes, Moscow revolutionaries, their red flag fluttering defiantly under the lurid sky, make a last-ditch stand at a barricade against a czarist cavalry charge (*left*). Czarist artillery bombardment of workers' stronghold helped to crush the revolt, but news that more czarist troops were on the way finally broke the workers' will to fight.

CONTINUED

NEW WINEGARD
TRANSISTOR
ANTENNA
INVENTION

ELECTRONIC
POWERTRON
TV ANTENNA

gets amazing reception distance, clears up snow and interference

Now an antenna has been invented that makes an instantaneous improvement in your TV reception. The transistor amplifier built into the antenna makes the new gold anodized Winegard Powertron by far the world's most powerful TV antenna. Imagine the difference *amplified* TV signals can make.

Your TV reception improves instantly!

You'll get clear, sharp pictures, black and white or color. Snow and interference are virtually eliminated. You'll pull in stations ordinary antennas can't reach.

Get the ultimate in TV reception!

Have your TV service dealer install a Winegard Powertron today . . . only $74.95—Super Powertron $104.95. Write for free detailed brochure.

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COMMUNISM

But the Communists do not apply this logic to concurrent systems, even successful ones. Here history and dialectics enter the argument. Marx found two contending economic classes, the exploiters (thesis) and the exploited (antithesis), looming behind all the great changes of history; the unrelenting struggle between these classes has ever been far more decisive than the struggles of individuals or of "man in general." Analyzing the way the British produced their livelihood in the 1840s, Marx concluded that "capitalism," itself the outgrowth and overthrower of "feudalism," was now ripe for replacement by some other mode of production. Capitalism's property-owning class, the bourgeoisie, had replaced the feudal landlords as society's rulers; but now it was the turn of the wage earners, or proletariat, to unseat the bourgeoisie (and form a new "synthesis").

This was to be no mere game of musical chairs. A society's mode of production, said Marx, determines its whole "superstructure"—its religion, laws, politics, family customs, morality, literature, the works. Hence a change in the mode of production would entail a complete social revolution. "Capital is not a personal, it is a social power," he said, and the bourgeoisie cannot be divorced from this power by a mere change in the laws (they will prove too tenacious), but only by the abolition of private ownership of the means of production and the complete enthronement of their class enemy, the proletariat. To a Marxist, Hegel's dialectic approach to history makes this course inevitable. What makes it desirable (for Marx pretended not to believe in abstractions such as "justice") remains a question.

Marx begged this question by promising that the new environment of Communism would work a basic change in human nature. It would do this because the Industrial Revolution was making possible an Age of Abundance, replacing the eons of scarcity which had begun with Adam. Scarcity was the cause of man's curse of toil and all the social frictions that arose from it, including property, classes, nations and wars. In the Age of Abundance, men can be masters of their output by organizing society on a planned basis and thereby "fashion their own destiny."

Marx himself offered no plan, only 'an ersatz religion'

The plan itself Marx did not draw. He specified the need for certain wholesale abolitions, as of private property, of money, of buying and selling, of distinctions between town and country, and even of the division of labor (under his brand of Communism, everybody could do any chore). He also promised the ultimate "withering away of the state." Man would be nobler, freer, and in need of little or no coercion in this abundant environment. Work would flow "from each according to his ability," and goods would be given "to each according to his need."

Marx's vision is a dream of human peace and plenty that is as old as any of the religions it purports to displace. It displaces religion, Marx argued, because God is merely a reflection of man's own necessity; and when man has graduated "from the realm of necessity to the realm of freedom," there will be no necessity to be reflected; hence no God. It is this argument which has earned Marxism its sometime description as "an ersatz religion."

As an economic "science," Marxism exhibited a very low predictive power even in Marx's lifetime. From his study of the ugliest phase of early British capitalism, he predicted that wage levels would sink closer and closer to the mere subsistence point ("the pauperization of the masses"); that all small businessmen would be driven to the wall, and hence into the proletariat, by the great monopolies; and that unemployment and depressions, caused by chronic overproduction, would get worse and worse. But the long business booms after 1850, the legal invention of the corporation, and the spread of political democracy all conspired to defeat these prophecies.

Such unforeseen developments made a lot of trouble for the self-styled Marxists who were then leading the continental labor movement under revolutionary slogans. One of them, Edouard Bernstein, undertook to "revise" Marx by pointing out his errors and plotting a new course called "Evolutionary Socialism" (1899). Sighed Henry Adams (prototype of the dilettante fellow-traveler), "He [Bernstein] has taken the only original idea of this century and reduced it to a pile of faulty statistics." But Bernstein and common sense gradually made most Western Marxists abandon their revolutionary aims (though not their apocalyptic rhetoric) and take up parliamentary

CONTINUED ON PAGE 125

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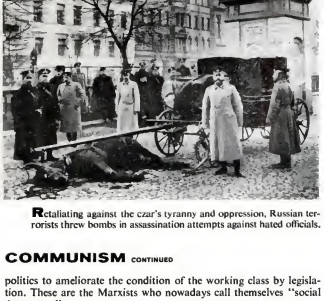

Retaliating against the czar's tyranny and oppression, Russian terrorists threw bombs in assassination attempts against hated officials.

COMMUNISM CONTINUED

politics to ameliorate the condition of the working class by legislation. These are the Marxists who nowadays call themselves "social democrats."

Marx's most persistent economic notion has been the "labor theory of value." According to this theory, it is impossible for a business to make a profit or to earn interest or rent without stealing it from labor, since it is presumed that labor produces everything of value. Most modern economists consider this a vastly oversimplified dogma. Even Engels, left with the task of proving the "surplus value" theory after Marx's death, failed miserably. Nevertheless, in the years since, the "surplus value" theory has served to plant widespread and powerful doubts about the legitimacy of profits and the justice of *any* system of wages.

Marx himself, a bitter victim of both penury (self-inflicted) and ill health, said he hoped he had given the bourgeoisie "cause to remember my carbuncles." His followers had reason to remember them too. He left them a tradition of violent language, a conviction of moral superiority, a penchant for doctrinal and personal feuds, and a system of ideas which is at best, in Sidney Hook's phrase, "a mixture of the true, the vague and the false." No doubt the very fuzziness of the ideas would in time have caused their dissipation amid the same sort of vigorous European intellectual climate which had produced them. But they were seized and crystallized by a mind and will from outside Europe, a mind which was not fuzzy at all. This was the mind of Vladimir Ilyich Ulyanov, better known by his underground name of Nikolai Lenin. With him the Communist story picks up speed.

Lenin gave hardness to mystical doctrine of diamat

Like Marx, Lenin was no proletarian. His father was a school administrator with an earned title of nobility in Simbirsk on the Volga. His background was much like that of Alexander Kerensky, later leader of Russia's short-lived liberal regime, who came from the same town; both were exposed to the republican influences which the czar, in the 1880s, was at such tyrannical pains to repress.

The czarist system was intolerable to any enlightened 19th Century democrat and, since the czar played for keeps, conspiracy and violence became a natural part of the anticzarist game. That vast, silent "land of spectral ideas and disembodied aspirations" was the one country in the world where no news could not be called good news. A "naive and hopeless cynicism," as Conrad wrote, was alike "the mark of Russian autocracy and of Russian revolt."

The underground habits and fierce dedication of the czar fighters were carried over by Lenin into his lifelong fight against quite a different foe, the *bourgeoisie*. Lenin hardened all the elements of Marx's doctrine, which he first read in 1888, without denying any of them. He did this in a series of internal struggles with his fellow Marxists, from which Lenin's faction (the Bolsheviks) always emerged more unified than its rivals. Lenin even gave hardness, if not precision, to the most mystical of Marx's philosophical doctrines, dialectical materialism itself—the diamat. Lenin called Marxism "a solid block of steel, from which you cannot eliminate even one basic assumption ... without falling into the arms of the bourgeois-reactionary falsehood."

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He inaugurated the Soviet practice of scriptural quotation from Marx and Engels (his own works are now part of the scripture) as a substitute for argument. He insisted, even more than Marx had, that action is the only test of truth.

The diamat today is what Orwell called "doublethink." Its essence was well described by an ex-functionary of the Polish Communist government, Czeslaw Milosz, with this example: "I predict the house will burn; then I pour gasoline over the stove. The house burns; my prediction is fulfilled." Thus the diamat is the verbal fig leaf, often wordy and ingenious, that can prove that any Communist deed or statement is good orthodox Communism. It is also the believer's armor, making him impervious to all counterargument. It enables him to spot the class enemy behind any non-Communist idea; for he holds that all ideas, including ethical ideas, are class-conditioned. "There is no such thing as abstract truth," Lenin said. Consequently any claim to truth other than the Communist claim must merely cloak class prejudice. Even the use of formal logic is readily dismissed as a tool of the *status quo*.

But since in fact the diamat is not the secret of the universe nor an infallible clue to the future, and since its use can in fact lead different Communists to different policy conclusions at the same or different times, the Communist philosophy in practice requires a high priest—just as the Communist political and economic system requires a czar. Since Lenin, the Communist system has generated both, and one man is always both priest and czar.

Troubles in Russia forced Lenin to backtrack

Marxian economics also picked up a strong Russian accent from Lenin. Lenin's major amendments to Marx stemmed from his *Imperialism: the Final Stage of Capitalism*. Mainly a collection of reasons why capitalism must be considered all washed up, it also raised the question of how "precapitalist" and colonial countries—which came last on Marx's timetable—could be prepared for revolution. "No social order," Marx had declared, "ever perishes before all the productive forces for which there is room in it have developed." By this criterion Russia was far from ripe for revolution in 1917. But Lenin made it ready by the expedient discovery of the "law of uneven development," justifying seizures of power by the proletariat not where capitalism was ripest, but "at its weakest link."

Once in power, lacking any other specific Marxist blueprint, Lenin seized as much private property as he could reach between 1917 and 1921, and then fell back on sheer improvisation. He tried hiring or forcing the trained bourgeois ex-owners of Russian industry to run it, but with little success. "Peace, bread and land" had been a good slogan to hasten the dissolution of Kerensky's armies, but it didn't grow any wheat, especially in a climate of worthless currency and bitter civil war. In this disastrous period, the Russian economy collapsed into utter chaos. In 1921 Lenin declared the New Economic Policy (N.E.P.) a broad-front retreat to private production and sale. The diamat excuse for this was Lenin's practical observation that it was necessary to save the revolution. It was and it did. For the next seven years the N.E.P. enabled Russia to stagger back to its economic feet.

By 1928 Lenin's successor, Stalin, was strong enough to launch his own economic policy. Whether it can be called Marxist or not, it transformed Russian life more thoroughly than anything that had gone before. Its aim was the forced-draft industrialization of Russia, for which Stalin set as his target American levels of output and technology. His Piatiletka, or first five-year plan (1928–1933), could be justified by the diamaticians as a drive toward the Communist Age of Plenty; but in fact it became the first working model of all-out modern totalitarianism. The engineers—what Russia had of them—took over. They established the dictatorial system of resource-allocation that has operated in Russia ever since.

Neither wanting nor attracting much foreign capital, Stalin had to get his investment money from the current production of the Russian workers. This necessity required the combined techniques of a stiff sales tax at all stages of production (still the main source of Soviet government income), forced loans (all of them repudiated at maturity), and the notorious Stalinist police terror, which became a massive instrument of rule. The terror worked so well that Stalin gradually shifted the base of his personal power from the party to this new bureaucracy, the dread OGPU-NKVD-MVD, which became the dictator's private eyes, ears and army against the Russian people.

Following Marx's theory that all labor was equal in value, Lenin

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Lenin in his last years was quietly wary of strong man Stalin. But Stalin emerged triumphant from intraparty strife after Lenin died.

COMMUNISM CONTINUED

had tried a brief and disastrous experiment with equal wages for everybody—from himself to the factory sweeper—in 1919-20. But Stalin decreed that wage equality was not only inexpedient but un-Marxist; and wage inequality, reinforced by Stakhanovite medals for super-efficient producers, the revival of piecework, differentials in housing and other incentives, has been a stable feature of Soviet economics ever since.

Peasants, who are half the population of Russia, were doing fairly well by the time the first five-year plan went into effect. But Stalin then demanded more agricultural output for his new industries. His attack on this problem amounted to a new civil war. All of the more competent peasants, holders of more than 25 acres or so, were declared class enemies, herded into state-controlled collective farms or cooperatives, reduced to small holdings, or exiled or shot. This infamous "liquidation of the Kulaks as a class" entailed the death of perhaps four million Russians between 1929 and 1933 (almost half the number that Herbert Hoover's relief agency had saved in 1922). It did not cure the problem of Russian agricultural productivity, which to this day remains the No. 1 ceiling on Russian economic progress.

Stalin's merciless technocracy did succeed in turning the Russian economy from the world's fifth in industrial output (its rank in 1913) to the world's second by 1950. But whether it would have grown as fast or faster under humane policies is a nice question. The U.S., the German and the Japanese economies have all proved at different periods that it can be done.

In addition to its record of unprecedented cruelty, the Soviet technocracy has built-in inefficiences which have become more visible as the system grows larger and more complex. The staff of the State Planning Commission, the Gosplan, keeps getting bigger and the Communist party busier than ever, involved as they are in chasing down the many chronic flaws of the system—chief among them being fraudulent output claims, false statistics, rigged "norms" or quotas, theft and illegal resorts to private profitmaking (some of these crimes are now punishable by death). In the Sverdlovsk region alone, the party employs 3,328 "inspection commissions" to do what a competitive price system would do for nothing.

'Fine Sputniks . . . but why not shoes that don't fall apart?'

The Soviet economy faces its severest test in the phase to which Khrushchev has now brought it, that of a visibly rising level of consumption. The Russian consumer, fed so long on promises, is now acquainted with adequacy, a fair word for the standards of food, shelter, clothing and transport in Russia today. But consumption is an appetite that grows with what it feeds on. The younger generation of Russians is keenly aware of the limited choice and quality of Soviet goods and services, and Khrushchev is aware of the audible discontent ("If we can produce such fine rockets and Sputniks, why not shoes that don't fall apart?"). But by orthodox definition a consumer-oriented economy is a market economy, and if it is to offer any choice or variety of wares, it is going to have to make more room for competition and the entrepreneur.

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COMMUNISM CONTINUED

is about to be adopted by the 22nd Party Congress. On the contrary, the "transition from socialism to Communism" in the next 20 years promises to reduce such private ownership and trade as the Russians still enjoy. Communism will be even more like an anthill than socialism has been—a closer approach to the "abolition of buying and selling" promised in the Communist Manifesto of 1848. The Communist party, the ubiquitous policeman of rationing and production, will clearly have more work to do.

Even if it should blessedly wither away tomorrow, the Communist party would leave an impression on history as deep and vivid as that of Russia itself. For the party is one of the greatest political inventions of all time. It is the brain, body and will of the Communist political system. A real Communist may say his diamat prayers and declaim that economics is all-determining, but revolutionary politics is the study to which he gives his days and nights.

This was Lenin's work. Marx had decreed the necessity of a "dictatorship of the proletariat" during and after any revolution, but a brief and transitional dictatorship; and (though a little vague on the point) he probably thought a leadership representing a majority of the proletariat could fill this dictatorial role. Lenin insisted instead on a "narrow" party of trained revolutionaries, not answerable to the proletariat but serving as its self-appointed "vanguard." It was, decreed Lenin, to be "organized in the most centralized manner . . . governed by an iron discipline," and he added: "Secrecy is such a necessary condition for such an organization that all the other conditions . . . must be subordinated to it."

Behind this "narrow party" concept lay Lenin's profound distrust, not of the abstract and mythical "proletariat," but of its flesh and blood members, whom he found "bourgeois-minded and vacillating." The "spontaneous will" of actual proletarians, chasing their own "momentary interests," was a poor guide to revolutionary action, said Lenin; undirected, they were capable of nothing more than trade-unionism. Only the "vanguard"—compact, disciplined, secret and combat-ready—could be trusted with "revolutionary consciousness," that inside knowledge of history's laws which would bring the socialist apocalypse to pass. His euphemism for all this was "democratic centralism."

Thus, as Marx made the proletariat the rulers of the future, so Lenin made his party the rulers of the proletariat. Stalin confirmed all the most autonomous and militant characteristics that Lenin gave the party; and it retains them to this day. These characteristics have kept it always a little more monolithic, a little more resilient, a little bolder, a little more patient and frozen to its purpose than any of the foes it has come up against. That "little" has made all the difference.

The goal is absolute power and any means will do

As a conspiracy to seize and hold absolute power in the name of "the workers," the Communist party is self-entitled to employ any means to that end. By now it is expert in all the means there are. Beginning with Marx's analysis of the 1848 revolutions, the party scholars have amassed reams of clinical data about all subsequent revolutions and social disorders, and how to hasten, control or sacrifice them as tactical expedience suggests. Khrushchev calls this data "the treasure house of Marxism." Communist politics is, therefore, the increasingly systematic manipulation of people, witting or unwitting, willing or unwilling, singly or in groups. The object is always power. All else is technique.

In many countries (including the U.S.) the party branch is legal and "open," runs Marxist schools and periodicals, and is a source of coherent if baited views on public issues of the day. An open party can sometimes command enough votes to be a serious factor in a democratic parliament (*e.g.*, Italy). But Lenin laid down the "absolute necessity" in principle of combining illegal with legal work, so that even an open Communist party keeps part of itself hidden; many members are not told all of the party's aims. The "narrow concept" is guarded by the "activists," or full-time professionals, who also direct the two chief party activities, which are agitation and propaganda (Agitprop).

Propaganda dispenses Communist literature to recruits and indoctrination to members. Agitation, by contrast, is aimed at rousing support among the "unconscious" masses for some short-term cause, whether it is one the Communists really care about or not. "An agitator," said Lenin, "will strive to rouse discontent and indignation . . . to collect and utilize every grain of even rudimentary protest."

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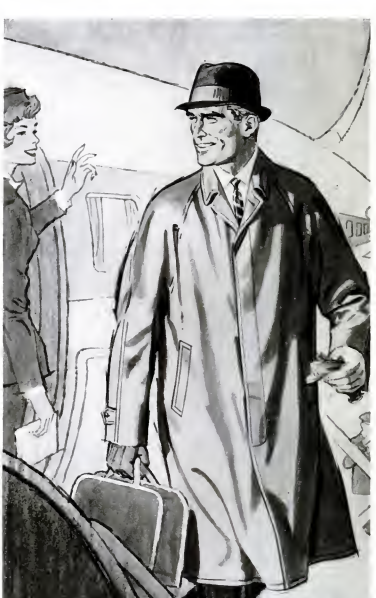

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Thus Communist strategy, dictated by the party's self-imposed status as a perpetual minority, is necessarily a strategy of alliances, some of them temporary, some more stable.

One of Lenin's first inventions was the "transmission belt," a public organization of any kind, from a sports club or labor union to the Soviet government of Russia itself, through which the party can work its will. Lenin precipitated the November 1917 Revolution by infiltrating the Petrograd Soviet (workers' council) with Bolsheviks who influenced its vote to bring down Kerensky. Stalin used scores of American transmission belts to influence U.S. opinion (the League of American Writers of the 1930s, the Abraham Lincoln Brigade that fought in the Spanish Civil War, the American League Against War and Fascism that effectively echoed his Popular Front foreign policy, and many others). Khrushchev does the same on a more sophisticated level: he quietly backs legitimate American "peace groups." In working with all non-Communist groups—be they mere dupes or foes with whom an arrangement is briefly expeditious—the Communists never forget Lenin's warning: "Watch your ally as if he were your enemy," which in fact he becomes as soon as the alliance has served its turn.

Czech Eduard Benes tried compromise, fell victim to the Reds' unrelenting pressure.

Communist strategy, again dictated by its minority status, also calls for neutralizing large segments of a people in order to isolate that part of the enemy which can be successfully attacked and "smashed." In general, rural populations are the fittest subjects for such neutralization, and can be made temporary onlookers while the industrial workers (under Communist leadership) take on the bourgeoisie. Khrushchev, in his seemingly un-Marxian cultivation of all underdeveloped countries, including those with bourgeois governments, is now applying this neutralization tactic on a global scale, while trying to isolate his No. 1 target, the U.S.

The tactic has been well tested in smaller theaters. One of the most instructive of such theaters is the Czechoslovakia of 1946–48, when President Benes' coalition government was overthrown in a nearly bloodless Communist coup. A Czech Communist, Jan Kozak, not long ago published a study of this coup as a guide to successful Communist tactics in comparable situations.

Benes' government, in the tragic hope of bridging East and West, gave office to several Communist leaders, notably the posts of Interior (police) and Agriculture. Within two years the party had all the ministries and a majority of parliament as well. In this campaign, says Kozak, the party used a combination of "pressure from above" and "pressure from below," which gradually "closed like the claws of a pair of pincers."

The insidious techniques that conquered the Czechs

The pressure from above meant police harassment of rival party meetings, economic pressure through the nationalized banks, charges of "obstructionism" and "anti-people activity" against non-Communist ministries, and the pushing of increasingly extreme legislative demands, including a capital levy and radical land redistribution. Pressure from below was simultaneously heated up through a shrewd variety of mass organizations which Kozak calls "the direct reserves of the party": trade unions, the Youth Federation, the Association of Liberated Political Prisoners, Friends of the Soviet Union, the Peasants' Commissions, and so on, all of which passed resolutions and made demands as the party ordered. Gradually the peasants were neutralized or divided, the social democrats "exposed" (forced into conservative positions) and the bourgeoisie isolated and weakened. Not the least crucial factor was the arming of certain "Factory Guards" by the Interior Ministry. "In the last instance it was the arming of the workers' class which took away the bourgeoisie's liking for an armed conflict," says Kozak. He does not mention another factor: the proximity of the poised Soviet army.

Kozak concludes that "progress toward socialism, with the help of Parliament and without . . . civil war, is a real possibility. *However, this possibility must not raise false illusions among the working class, which must not be in the least morally disarmed through doubts as to its right to take to arms in every case when forced to do so by the resistance of the bourgeoisie* [our italics]." In other words, violence can be avoided, but only if the bourgeoisie go quietly.

CONTINUED

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Suppose you buy a $15,000 policy. Your family gets that full amount of protection. At the same time, your policy sends your dollars ahead for the future. Let's assume you leave your dividends on deposit through the years and apply our 1961 dividend scale (even though dividend scales by their nature do change from time to time). When you reach 65, your policy will have a cash value of $12,248. Since premium payments will have amounted to $10,507, this means that all your dollars and $1,741 more have been sent ahead for your use at retirement.

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Try this amazing new blade. 10 Gem Premium Edge Micro-Misted blades, only 69¢. Or better yet, pick up the new gold-plated Gem Push-Button Razor plus a dispenser of Gem Premium-Edge blades in travel case—just one dollar!

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COMMUNISM CONTINUED

The lessons of the Czech coup are applicable, unfortunately, to relations between all Communist and non-Communist nations. The aims and strategy of the Communist party have remained the same since 1917; its tactics have changed only in the direction of greater flexibility, complexity and adaptability to new situations.

In summing up the 117 years from the meeting of Marx and Engels to Khrushchev's consolidation of his power, one reverts to the image of a philosophic cloud that has turned into an intercontinental missile. The pseudo science of Marxism has been Russified; all the lines of its development are most easily explained by what would best serve the power of the Russian state, or rather its new Kremlin dynasty of Communist careerists.

For example, the Comintern or Third International, a worldwide organization with national sections, was formed by Lenin to express the internationalism of the proletariat, which Marx took quite seriously ("the workers have no fatherland"). But by 1922 Lenin himself had turned the Comintern into a mere subservient section of the Russian Communist party. For another example, the institution of the family, which Engels considered a bourgeois relic, was actively discouraged by Soviet policy in the 1920s (free abortion, postcard divorce, etc.); in 1936 the policy was abruptly reversed in the direction of increasing puritanism, not for moral but for reasons of Russian national welfare. For another example, the Russian Orthodox Church, though still subjected to sniping, has achieved a tacit concordat with the Kremlin and is an occasional instrument of Soviet foreign policy. And so on. The Russification of Communism reached levels of caricature during the "Great Patriotic War" against Hitler, when czarist generals and even Ivan the Terrible were made objects of public reverence, and when Stalin not only "abolished" the Comintern but banned the name of Marx from *Red Star*, the Red army newspaper, for six years (1939-46).

But if Marx has been Russified, it by no means follows that Communism has become just a Russian mask. The conflict between national interests, including Russia's, and Communist aims is a recurrent theme in those 117 years, and has not yet been resolved. If the Kremlin careerists have made a useful captive of Marxist beliefs and Communist goals, the reverse is equally true. In either case, a Communist foreign policy such as Khrushchev's is far more dangerous than would be a purely Russian one.

"They know that they are engaged in a war to the finish, a war for the world," wrote Bertram Wolfe. "Every separate issue, every negotiation, every conference, every utterance they regard as a move in that war, whereas for us in the West each is treated as a separate concrete issue to be settled once and for all in order that we may relax." They will even sometimes help us to relax. But not if we get their whole message.

HEIR UNAPPARENT BEAMS BESIDE STALIN IN 1937

NEXT WEEK

Khrushchev: Master Improviser and His Methods

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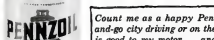

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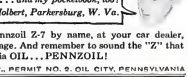

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FOR ACID INDIGESTION 12 TUMS 12¢ FOR HEARTBURN AND GAS

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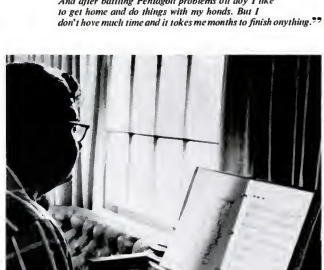
NOTHING WORKS LIKE TUMS!

In his basement at home the general wields soldering iron while assembling a radio receiver from a do-it-yourself kit.

"Most of the time you're tearing stuff apart or putting it together. When everything's working it's no fun. It's a lot cheaper to build the gear yourself. And after battling Pentagon problems all day I like to get home and do things with my hands. But I don't have much time and it takes me months to finish anything."



LeMay practices *Ciribiribin* on electric organ in living room of his new home at Fort Myer outside Washington.

"I play this thing by the hunt-and-peck method, but it's surprising what you can do with it—a half-wit can play it in a minute. With my tin ear all I can manage is Old Black Joe, Home on the Range *and that sort of thing. The wife went away on vacation once and I taped a classical piece for her. But I could never convince her it was me playing."*

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NEW Formfit "500"

Not one single seam in the cups!

Instead of cloth, lace-light cups are molded of miracle Polynet—all in one piece! Inside and outside, not one single seam. Not a fold, ridge or ripple . . . so beautifully smooth! (Perfect for the clinging fashions of fall.) And so soft! Gentle as cloth, but far firmer . . . cupping you gently in all-over support so light you feel lifted on air. New Formfit "500" never drags on its straps, never loses its shape. Never a bra so miraculous for . . .

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Also available with thin-foam contoured cups, Style 200, $5.00; and with spandex elastic back, Style 502, $5.00.

So soft it can roll up in your hand

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delicious coffee for 4 guests or 4 dozen

West Bend.

See famous products from the West Bend Happy Homemaker House at housewares, hardware, gift and appliance stores

In Pentagon athletic center General LeMay takes on his aide, Lieut. Colonel W. K. Peck and throws him.

"It's amazing the effect judo has both physically and psychologically. It's a tremendous builder of self-confidence. And you can get just as much exercise as you want."

At home the general coaxes Herman, his reluctant dachshund, one of two LeMay dogs, to jump through a Hula-Hoop.

"Herman and I voted against getting Andre the poodle, but my wife and daughter voted for it, so we got the poodle. Herman used to refuse to jump until he saw Andre was getting a cookie for it. Now he tries, despite his girth."

CONTINUED

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DRY, CRACKED LIPS FEEL GOOD—QUICK!
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In any season, 'Chap Stick' handles lip problems like a pro. Eases chapped, frost-bitten lips, or sunburned, windburned lips —at a stroke. It's a boon to all mankind!

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PLUS 2
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Makes lips feel so good!

A favorite in Canada. Chap Stick Division of Morton Mfg Co.

EVENTS & POLITICS

For the next 25 years, LIFE promised in the June 2 issue, it will be one of LIFE's aims to be a Great Magazine of Events and Politics.

Since then, LIFE has reported the tragic death of Dag Hammarskjöld and the ensuing U.N. crisis . . . the devastation of Hurricane Carla . . . the Berlin countdown. LIFE brought you an urgent five-part series on Latin America, took you on an interview with Conservative Barry Goldwater by Liberal Gore Vidal, showed how the U.N. is keeping peace in the Congo, and focused national attention on the need for fallout shelters in the event of a nuclear attack on the U.S.

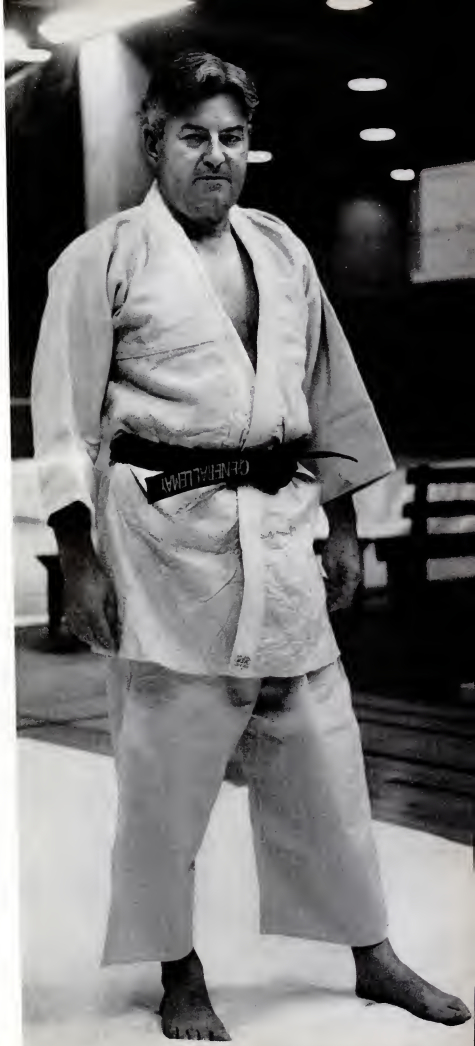
In the weeks ahead LIFE will continue to be a Great Magazine of Events and Politics. To keep yourself thoughtfully informed on the news of our times—whatever it is, wherever it happens—why not enter or renew your LIFE subscription now?

LIFE

Off Hours of a Tough General

The formidable gentleman at right is accustomed to fighting for keeps. He has single-mindedly helped build and now holds in his hands the most powerful deadly striking force ever assembled in this country—and probably the entire world. A man of few words, and those blunt, he has for years been so controversial a figure that many thought this would keep him from achieving the high rank his abilities had earned him.

It hasn't, and Curtis Emerson LeMay, at 54, is Chief of Staff of the U.S. Air Force. His toughness as a general has obscured his warmer, human side. "There are a lot of things I'd like to do as 'Mister' LeMay," he says, "but there's not much point talking about them—there just isn't time to do them." As these rare off-hours pictures show, he does sandwich into what is left of his day—after a grueling 10 to 14 hours at the Pentagon—an incredible range of activities, from judo to tinkering with a hi-fi kit like any harassed suburban householder ("We never just sit around doing nothing at our house"). A lifelong sportsman who makes up his own ammunition ("It's better than the things you can buy commercially") and ties his own flies ("They come out damn funny-looking but I've caught some fish with them"), he is vociferously wary of mechanical miracles that ignore the human element. "Compared with people," he says, "weapons present a fairly simple problem. So far, man has not been able to build an electronic brain that can display love of liberty—or for that matter, be dedicated to God and country."



Wearing the traditional garb of a judo combatant, including the expert's black belt, LeMay awaits his adversary on wrestling mat.

"This judo idea started out in my SAC days when we found the crews needed something to unwind them after 36 tense hours of flying. So I introduced judo as a relaxer. I've got a black belt, but I think it's mostly honorary. I wouldn't like to tangle with a real black belter."

CONTINUED

Here it is:
Valiant's new Signet 200, and the price of personal car luxury has never been lower!

King-size bucket seats to delight any queen, Trim-Line Design, hardtop styling and fashionable interior decor combine to convince you: this Valiant Signet 200 is America's most luxurious low-priced compact hardtop!

And there's a lot more to this limited-edition Valiant Signet 200. Look behind its distinctively designed jet-scoop grille. You'll see how beautifully this new compact combines economy and performance. Take Valiant's 170-cu.-in. inclined Economy Six. An engine just like it recorded 26.13 mpg in the last Mobilgas Economy Run!

AND GO! IF YOU SAY SO!

Pep? This nickel-nursing Six knows how to run. A special version of this same basic engine powered Valiant to two consecutive victories over all compacts, American and European, entered in the 1960 and '61 Daytona Beach compact competitions. This is what you call proved performance—the kind that leads many a car fan to rate Valiant "King of the Compacts"!

WHAT ELSE IS NEW?

Try Valiant for ride and handling ease. Compare its smooth-riding torsion bar suspension with the independent coil spring design found on most other compacts. Some difference! The new 1962 Valiant combines big-car ride and comfort with compact-car response and control in a way that makes it fun to drive!

ADD UP THE DIFFERENCE!

Take low initial cost, low insurance rates, oil changes half as often, 32,000-mile lubrication cycle on major chassis points, plus Valiant's exceptional resale value, and you see why so many full-size car owners are switching to Valiant these days. Go see your Valiant dealer this week. See the low-priced compact that's quality-engineered by Chrysler Corporation . . . Valiant for '62 . . . with the exciting new Signet 200, America's lowest-priced hardtop with bucket seats!

Nobody beats VALIANT for value

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Northern Towels with Built-in Sturdiness

You see and feel the sturdiness in thicker, sponge-textured Northern Towels. Sturdiness that gives you a helping hand inside and outside your home. Because Northern Towels are sturdy, they will scrub without shredding. Polish without leaving lint. Drink up spills without falling apart. Soak grease from bacon, but not soak through. Yet, as sturdy as these helpful towels are, they are soft enough to blot lipstick.

In Pale Gold, Shell Pink, Snow White

For your set of three prints of Northern's "All American" Boys, 11" x 14" standard frame size, send 25¢ in currency to: Northern Towels, Box 740, Hinsdale, Illinois. (Offer limited to U.S.)

Another fine product of American Can Company

You build the future with Savings Bonds. Every Savings Bond you buy makes a big contribution to keeping our country strong . . . so you can enjoy the things you're saving for.

How to buy a down payment on a new home for $1.25 a day

Saving for a new home, or anything else in fact, is simply a matter of spending less than you earn. Thousands of Americans have found an automatic way: the Payroll Savings Plan where they work. Through this plan your payroll clerk sets aside a certain amount each payday for U.S. Savings Bonds. As little as $1.25 a day buys a $50 Bond a month (cost $37.50). In 5 years you'll own Bonds worth $2,428.00 —enough for a substantial down payment and closing costs. And you'll have become a homeowner with money that probably would have slipped through your fingers.

SIX NICE THINGS ABOUT U.S. SAVINGS BONDS

• You can save automatically on the Payroll Savings Plan, or buy Bonds at any Bank • You now earn 3¼% to maturity, ½% more than ever before • You invest without risk under a U.S. Government guarantee • Your Bonds are replaced free if lost or stolen • You can get your money with interest anytime you want it • You save more than money—you buy shares in a stronger America.

Will he ever save the down payment? He'll be in his new home sooner than he thinks, if he saves something every payday. The effortless, automatic way is the Payroll Savings Plan for U.S. Savings Bonds.

Guaranteed by Uncle Sam to grow. U.S. Savings Bonds are an absolutely riskless investment. Each Bond has its growth values on the back—guaranteed in writing by the U.S. Government.

20th ANNIVERSARY 1941 1961

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Friskies to the rescue!

Here's first aid for lost appetites! Mountains and mountains of meaty-rich flavor to delight your dog. An avalanche of vitamins, minerals and energy foods to keep him in peak condition. Up to *twice* the nourishment of ordinary dog foods. No wonder Friskies is the top value among the premium price brands. But then, it's the kind of dog food you'd expect from Carnation.

For variety, feed these other fine Friskies

FRISKIES MEAL—The dog food basted with meaty juices and made with pure meat meal for top taste appeal.

FRISKIES CUBES—Entirely new kind of dog food! A dog food so delicious...so nourishing it can be fed dry! 6-flavor variety. Completely nourishing.

"we're sitting on top of the world, Col. Chapin."

"on top of the world's best bourbon, Mr. Gore."

C&G combines the finest sun-ripened grains—deep cold, limestone spring water—and a long slumber in white oak—to bring you the bourbon taste you've always wanted. Sip some soon.

SMART FOLKS AGREE - SAY C&G

STRAIGHT BOURBON WHISKEY, 93 PROOF. DISTRIBUTED BY McKESSON & ROBBINS, INC., N. Y., N. Y.

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Gerard is introduced to jitterbugging at school. He pretended indifference but later babbled excitedly about this new experience to the Livingstons in broken English.

At school a group of older and frankly curious girls try out their high school French on Gerard. He dampened their zeal by saying, "I do not understand."

A Home in Amérique

Lovelight swam in the eyes of the American girl (*preceding page*) but it failed to divert her rubber-faced hero—Gerard Lacreuse, a French boy who has become the charming, bumptious, exuberant community project of Cody, Wyo. Gerard, 14, was brought from Nevers for a year to be a stimulating sample of the real thing for Cody's junior high school French classes. The French government chose him, a town subscription pays his expenses.

Gerard's expressive Gallic face makes no secret of his reaction to American ways. Toward Glenn Livingston, director of elementary education with whom he lives in Cody, Gerard showed instant affection. But Mrs. Livingston's domestic demands can bring disgusted grimaces (*right*) and he despises American bread and salad dressing. At school he has been expansively helpful in his French classes. In other classes his English, which he had studied only a year at home, gives him bewildering moments though he often finds noncomprehension very useful. He did muster enough English to write a brief composition on his feelings about the U.S.: "I like Amérique because it is a rich and joly world."

With motherly zeal, Mrs. Livingston waves Gerard toward a shower bath, something he ignored the night before and still thinks superfluous.

CONTINUED

Brach's
GOBLIN
APPROVED
HALLOWEEN CANDIES
Want to know the quickest way to win over a band of Halloween goblins? Just fill those little out-stretched hands with Brach's Goblin Approved candies. Brach's are the "Trick or Treat" candies that youngsters dearly love. And mothers are glad they do! That's because every piece is so dependably pure and wholesome and flavor-fresh. Brach's sees to it! Better play it safe. Buy a lot at your candy counter this week.
Brach's
Chief
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Brach's
Freshness
Checker
24
Brach's
CHOCOLATE MINT BARS
candy trick or treats
HARVEST MIX
40
MILK CHOCOLATE
Peanut Butter Bars
CANDY TRICK-TREATS
10
Brach's
85
Brach's Pops
Brach's
Milkmellows

Worship and delight alternate on the face of 5-year-old Kelley Shideler as she plays a pinball game with her hero, Gerard Lacreuse, who had come to Cody, Wyo. from faraway France. Kelley is the daughter of principal at the Cody junior high school.

A Gallic Way in Wyoming

CONTINUED ON NEXT PAGE

Budweiser
BUY THE
BIG
SIZE
HALF QUART
Budweiser
Be sure you have
enough. Buy BUD
in big sizes:
• HALF QUART cans
• QUART bottles
• Full CASE of 24
HALF QUART
Budweiser
LAGER BEER

It was like watching the stars come out. One student lit
o, then another and another. John Stuart Mill once wrote,
The pupil who is never required to do what he cannot do,
ever does what he can do." Students slugged away at com-
lex Chemistry textbooks. They lost themselves in fascinat-
g laboratory experiments. They felt the excitement of
hallenge, the thrill of growth. Even
oys and girls who had been top stu-
ents in the school said, "I've just begun
o learn how to study."

The excitement was contagious.
ther teachers saw what could be done,
arted giving more to their students
nd demanding more from them. Suddenly there was a new
ero on campus: The Brain. "We had been polishing our
ricks and dulling our diamonds," said the Superintendent
f Schools. "This . . . gives an educator a shot in the arm."

Another thirty eager students took the course next year.
Now fifty-five of those sixty are planning careers in the
sciences. Leading colleges and universities have flung open
their doors to them. So far, they've earned over $80,000 in
scholarships. And that's not all.

Other outstanding teachers were found. The plan was
extended from Chemistry to Physics, from Monroe to other
Olin plant communities: Alton, Ill.,
Brevard, N.C., Saltville, Va., Lake
Charles, La., McIntosh, Ala. Every-
where the plan has gone, the excitement
has followed. In every one of these
towns, students are growing, learning
how to think, setting their goals higher.

Nearly four hundred students have already participated
in the plan. Not four hundred Einsteins, but four hundred
bright kids whose natural drive to learn has been given a
chance to flourish. It's the best answer we know to the
weepers and wailers, and Olin has no patent on the idea.

Olin

IN MATHIESON CHEMICAL CORPORATION, 460 PARK AVENUE, NEW YORK 22, NEW YORK. CHEMICALS • INTERNATIONAL • METALS • ORGANICS • PACKAGING • SQUIBB • WINCHESTER-WESTERN

Who discovers scientists in sneakers?

Somewhere among today's teenagers are tomorrow's scientists. But how do we find them? How do we develop them?

Follow the press, with its dismal accounts of overcrowded schools, poor teachers and outmoded methods; listen to the cynics, with their talk of softness, stupidity and worse in our teenagers, and you'll throw up your hands in despair.

But the fact is, we're growing them not only bigger but smarter every year. And if many of our young people don't know how to use the brains they were born with, it's because we have failed to challenge and excite them.

This is a responsibility we all share. Olin, concerned with the bright high school student who never comes close to realizing his potential, offered to support a unique educational experiment in one of its plant communities.

The plan was worked out with the school board. An exceptionally talented Chemistry teacher was brought to the Monroe, La. high school. He chose thirty students, put them through a tough but exciting course in college-level Chemistry.

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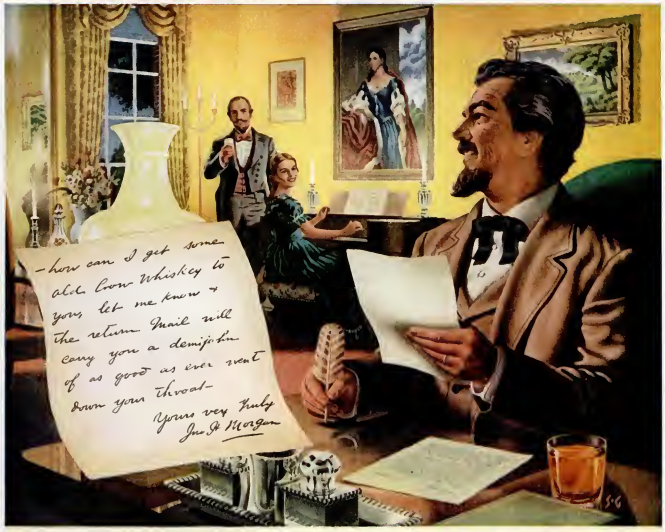

The "Thunderbolt of the Confederacy" writes about Old Crow

Gen. John Hunt Morgan was concerned that his friend Dr. Henry Fox might be away from the enjoyment of prized Kentucky bourbon. "How can I get some Old Crow Whiskey to you," wrote Morgan, "let me know and the return mail will carry you a demijohn of as good as ever went down your throat."

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You'll find *your kind* of fishing in Florida, from boat or beach, bridge or jetty. And, in Florida's 30,000 lakes and 166 fresh-water rivers, the best bass fishing in the whole U.S.A.

Play in one of Florida's 26 State and National Parks. Most have facilities for boating, picnics, camping . . . some provide guided tours. (Shown here: Hillsborough River State Park.)

Tour America's oldest city, 400-year-old St. Augustine. The horse-drawn surrey is traditional. Visit ancient fort, near-by Castillo de San Marcos.

At an authentic Seminole village in South Florida, talk to Indians . . . watch them at their handicrafts . . . shop for a colorful "squaw dress," other curios.

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A Sharp Eye Out for the Bird

On the badminton court in the Pentagon gymnasium, where he escapes for an occasional hurried game, the general waits for his opponent to bat the bird back.

Medallion panels for a 10′ x 14′ room, about $39. Terraflex® floor tile, about $30. Panels are 12 in. square, floor tile 9 in. square.

New! Ceilings and floors designed for each other!

Now *you* can create a completely integrated room . . . ceiling, walls and floor . . . easily and inexpensively. For Johns-Manville's new acoustical ceiling panel, Medallion, and Terraflex Walnut floor tile (vinyl-asbestos) were made for each other . . . and do-it-yourselfers.

Medallion was created by the noted designer, Michael Greer, and comes in green and grey. Why not see both the Medallion colors, *and* get full information on redoing a room to look like the Medallion Room above, at your Johns-Manville Dealer now?

Send for the free, new idea-filled brochure "Imagination Hits the Ceiling," which features the new Johns-Manville collection of acoustical ceilings. We'll also give you the name of your nearest J-M Dealer. Write: Johns-Manville, Dept. L-1020, Box 60, New York 16, N. Y. In Canada: Port Credit, Ont. Please enclose 10¢ for postage and handling.

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For Home and Mother

Wild Patterns

Bold patterns, bright and gay and flamboyant, are all over the house this fall—on everything from table tops to sliding doors as shown above. Rugs are the sassiest in years (*next page*), and uninhibited patterns are even jollifying clothes for mothers-to-be (*following page*).

Reaching back into the past, designers have come up with a stained glass look, using not only glass but plastics and synthetics. Above, from top left: a room-divider panel of hand-woven linen enerusted with multi-colored plastic triangles which could also be used as a window shade; a 60-year-old leaded glass Tiffany lamp; a roll-up window blind of vinyl stripes colored with a special treatment paint; a leaded glass modern version of a Tiffany lamp; behind it, a plastic panel embedded with stained glass chips, usable as a shower door or room divider. In second row, the model wearing a "stained glass" dress of nylon jersey stands in front of an imported Italian panel of fused glass and a plaque of drapery fabric. To the right: a bar cart with stained glass shelves; a sunburst plastic panel; a coffee table with a glass top. A triangular plastic lamp with glass inserts sits on the table. Foreground, samples of stained glass patterns in various materials for use in windows, dividers, sliding doors. On the floor, behind panels, is a hand-hooked rug with a stained glass pattern.

CONTINUED

Underfoot, the gay array of big and bright designs

Patterned rugs in small sizes have been used to brighten special areas for several years, but now big, room-sized rugs using even larger, bolder designs are likely to supplant the tame, solid-colored carpets that have been popular for decades. Above is a sampling of the pat-

terns and colors that are new and exciting underfoot. Top row, left to right: *Portico* by Cabin Crafts; *Sea Flower*, Bigelow; *Miniature Mosaic* and *Cartouche Rose*, both by Edward Fields; Regal Rugs' pure nylon *Mosaic*: Spanish black and white Alpujarra, imported by Treganowan. Second row from left: Moroccan rug, *Blue Diamonds*, F. Schumacher; under white shoes, *Georgian Panel* by Karastan and *Sanctuary* by Rugerofters; far right, from Canary Island, *Valleseco*, imported by Treganowan. Third row: Moroccan rug, *Chess*, imported by F. Schumacher; under slippers, *Jungle* by V'Soske; *Stained Glass* by Mohawk; trod by sneakers, *El Drago*, and at end of row *Arquinequin*, both imported from the Canary Islands by Treganowan. Fourth row from left: *Elite* carpet by Rugerofters; *Seville*, red and white striped rug by Regal; draped over it, *Palace Tapestry* by Karastan; pink on pink rug, *Scandia* by Rugerofters; last in row are *Sunflower* and *Van Cortlandt*, both by Edward Fields. On floor, from left: Bigelow's *Provincetown; Counterpane* by Regal; 60-year-old Kerman rug from Treganowan; hand-woven Spanish rug, *Castilian*, F. Schumacher. Prices in 9x12 size range from $119.95 for *Seville*—75% cotton, 25% rayon—to $1,400 for *Miniature Mosaic*, all wool. The Kerman, slightly smaller than 9x12, costs $2,800.

CONTINUED

Unexpected Prints for Expectant Ladies

Strongly patterned maternity outfits are: at left, a silk patchwork at-home dress made of 25 separate patterns (Page Boy, $80); above, a wildly striped short evening dress with striped chiffon streamers (Nan Dee, $110); at right, a bright colored Persian print silk shift (Page Boy, $60).

The last fashion stronghold of monotone colors and subdued styling has been maternity clothes. But the concept of dressing pregnant ladies as inconspicuously as possible is now turned upside down. Maternity-wear designers have taken to pattern—big, bold and splashy. As the two girls on these pages prove, there is a point to this. Mrs. Robert Taft (*opposite page*) will have her baby in December, and Mrs. Howard Elkins (*left and below*) in January. Yet both seem surprisingly slim—the eye-catching prints they wear attract more attention than the shape underneath.

Another new addition to maternity styles has been developed by Nan Dee, a designer of the dress at left, who hit upon the idea and a flourishing new business when she herself was pregnant recently. Each of her dresses has a series of side seams that can be let out as time goes by, so that at no point is the outfit any looser fitting than necessary. In fact, with all seams in, her sophisticated styles are proving to be best-sellers even to nonexpectant ladies.

CONTINUED

Bold Geometry for Screenery

Pattern stands boldly alone, without any assist from color, in the geometric panels below, which can be bought by the square foot and put together to make anything from a room divider screen to a decorative strip on a door or bookshelf. Most of these panels are natural wood. The two at top left are embossed leather. At bottom right are cross-cut bamboo sections. All are handmade, imported for Luten-Clarey-Stern from Morocco, India and Japan. Prices run from $4 per square foot for a bamboo section to $30 for custom-made cedar panels like the five in lower left.

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CHAMPION

A VERY SNOOTY AFFAIR

Intimate associations like this one usually involve love-struck Eskimos. But Hughey, a St. Bernard who belongs to the Fritz Connors of Columbus, Ohio, seemed stoically resigned to the overtures of his nosy new friend. The chipmunk was something the Connors' Siamese cat had dragged in. Hughey, true to his gallant breed, played protector to the visitor, and made the cat keep his paws off. The chipmunk in turn decided to stay close to a good thing and for a week remained as Hughey's guest. But then it disappeared. All this romantic foolishness wasn't getting any acorns put away for the winter.

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